MARCH 7, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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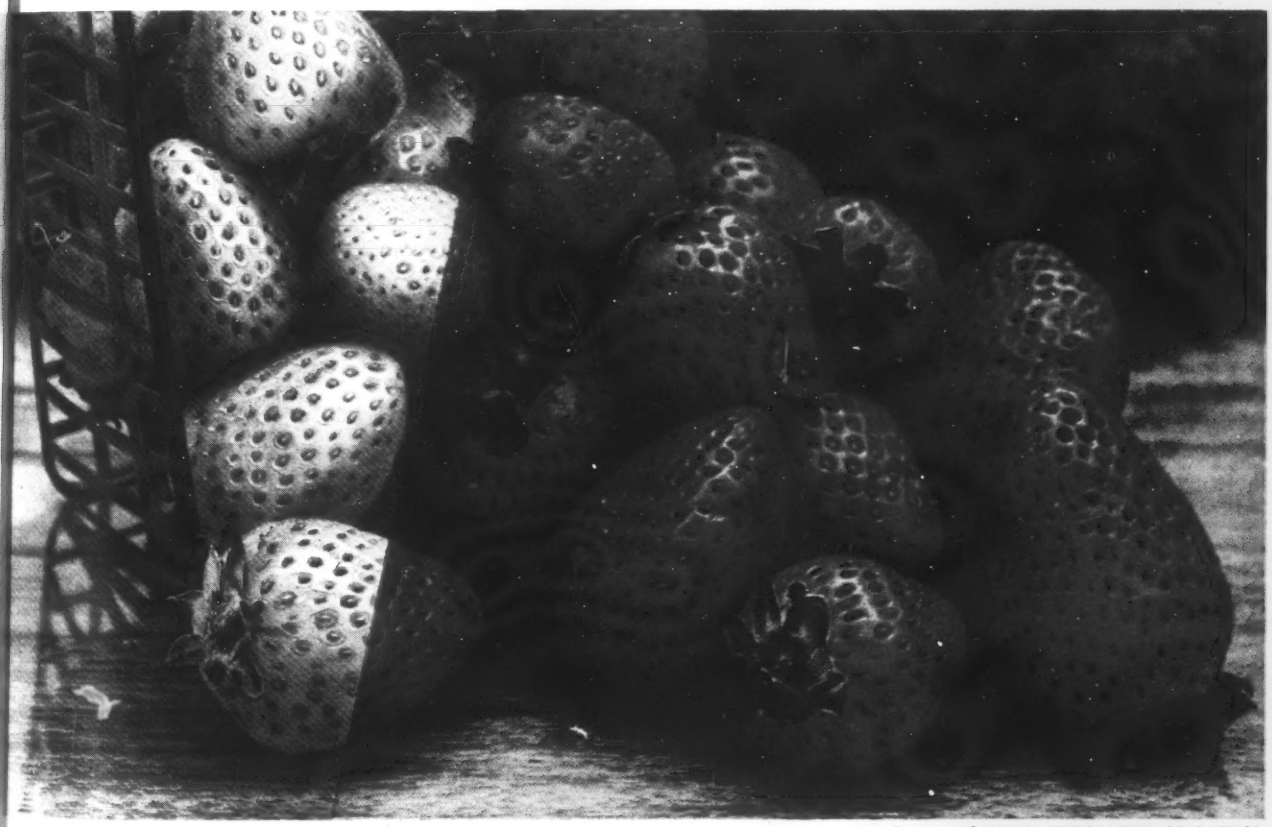


Courtesy of RADIO CORPORATION OF AMERICA

SEE THE DIFFERENCE KPRC-TV MAKES

Food looks so real you more than see the difference—you almost taste it.

Sports *come alive*. Drama actually breathes, and the commercials—the commercials are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved*. KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!

KPRC-TV

KPRC-TV IN HOUSTON, TEXAS
THE STATION YOU CAN TRUST

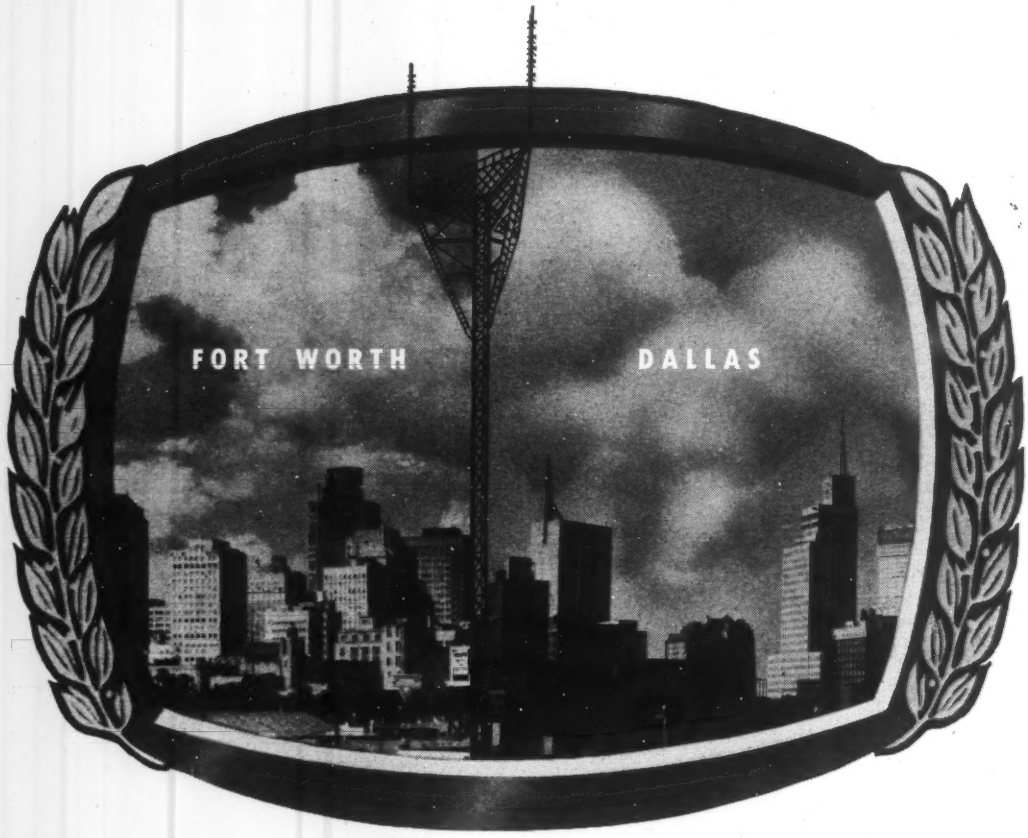
Radio is a story of GROWTH, of progress, of an ever more effective pipeline to the American consumer. Here, too, is a story of Bartell Broadcasting Corporation growth, with thirteen annual rings of leadership in audience acceptance and in service.

BARTELL BROADCASTING CORPORATION

730 FIFTH AVENUE, NEW YORK 19, NEW YORK

WADO New York
WOKY Milwaukee
WAKE Atlanta
WYDE Birmingham
KYA San Francisco
KCBQ San Diego
TeleHaiti
TeleCuracao
TelAruba

buy St. Louis `a la card*
*KTVI rate card
...your lowest
cost per thousand
TV buy
in St. Louis
NORTHLAND in St. Louis County . . . largest shopping center in the Midwest
KTVI 2
CHANNEL
ST. LOUIS
abc
Represented nationally by
BLAIR-TV



THE SEAL OF GOOD BUSINESS

The mighty metropolitan areas of Dallas and Fort Worth meet at the tower of KRLD-TV, the center of circulation for more than 675,000 TV Homes in Texas and Oklahoma. Buy the recognized net weekly circulation leader, KRLD-TV, 12th largest in the nation . . . largest in the entire South!

Ask your Branham man.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Noose is tightening • Unless there's another shift, FCC, by 4-3 split, will move in direction of more rigid program control through matching of promise with performance. Commissioner John S. Cross, newest member, has shifted in direction of requiring stations to provide "narrative" statement on community program needs, and would "spot check" performances before consideration of renewals. Adoption of policy, which probably would entail rulemaking, will come as soon as four commissioners agree on precise form of application and renewal, under consideration for several years.

Mr. Cross' support would mean four-man majority for more stringent control, comprising himself, Commissioners Bartley, Lee and Ford. Arrayed against them and in favor of hands-off policy are understood to be Chairman Doerfer, Vice Chairman Hyde and Commissioner Craven.

Under cover • Two important steps are slated for NAB board action at March 9-11 meeting, both leading to greatly strengthened industry self-regulation. First, budget for Tv Code is due to be more than doubled to permit opening of New York office, Washington staff additions and Hollywood expansion. Figure approaches $300,000 mark compared to about $125,000 currently, it's understood. Next, Standards of Good Radio Practice due for overhauling to admit non-members for first time, provide enforcement procedure and specify scale of fees for subscribers. At present 1,293 am and fm stations subscribe, increasing from 40% to 63% number of NAB members in last few months.

Batch of brass • Look for announcement shortly that vice presidential chevrons are being issued to four NBC-TV program executives. Harold F. Kemp, director of live nighttime programs, West Coast, expected to be named vp, nighttime programs, West Coast; Felix Jackson, tv and motion picture producer, to be named vp and assigned to west coast program department; Richard L. Linkroum, director of special programs, to become vp, special programs, and David W. Tebet, director of talent relations, to be vp, talent relations.

U's have it • Pendulum has swung back to uhf on deintermixture of Fresno-Bakersfield markets. Whereas FCC majority recently had agreed to shift these cities from predominantly uhf to all-vhf, it last week reversed itself in favor of all-uhf operation but final action was deferred, pending study of coverage if single vhf station now operating in each market (ch. 12 KFRE-TV Fresno and ch. 10 KERO-TV Bakersfield) were made uhf. Supporting reversal to all-uhf were Commissioners Hyde, Bartley, Lee and Ford. Chairman Doerfer and Commissioner Cross favored all-v plan, while Commissioner Craven disqualified himself because of possible conflict while he had been in consulting practice.

If commission finalizes uhf plan, new rulemaking will be entailed. Based on past experiences, litigation, which most certainly would be undertaken by existing vhf stations, could delay shift for at least two years. Vhf deintermixture plan had proposed shift of KFRE-TV's ch. 12 from Fresno to Bakersfield, assignment of ch. 8 to Bakersfield, along with existing ch. 10 (KERO-TV), with Fresno allocated chs. 2, 5, 7 (educational) and 9.*

Brisk business • From agency representing prime tv network advertiser there's report that some agencies have "orders in hand for the fall season, but nobody is listening." According to this source, seller's market is unusually good for networks, who are in "strongest position" of recent years. Sales are coming in at rapid pace, networks not hesitating to slot programs as they wish and by end of this month only fringe periods or "dogs" will be left. This confirms sentiment already expressed that networks are about one month ahead of last year's sales period.

Iffy project • Chances of FCC getting $2.25 million to learn whether uhf will work in New York City, and therefore elsewhere, dimmed considerably last week [BROADCASTING, Feb. 8]. FCC appeared March 1 before House Appropriations Subcommittee on its overall $13.5 million budget estimate, but committee members looked with jaundiced eye on special fund, with members indicating that current uhf operations should provide adequate data. Committee didn't act formally and FCC is still to go to bat before Senate Appropriations Subcommittee, but commissioners weren't optimistic after House going over.

Midwest taping • There's competitive struggle brewing for video tape recording business in Chicago, with two major organizations vying directly for commercials and program business. Principals: VTR sales department set up by WNBQ (TV) (AT DEADLINE, Dec. 28, 1959) and audio-visual communications center unveiled by Fred A. Niles Productions to agencies and clients last week. NBC o&o outlet already has several blue chip accounts in house, while Niles has just started pitching, mostly to its present clients. Darkhorse in sweepstakes is new Frank Atlass Productions, though it must rent facilities. Mr. Atlass is former program director of WBBM-TV Chicago and son of retired CBS Vice President H. Leslie Atlass.

Sidelight to Chicago video tape activity is fact that two other companies —Peter DeMet Productions and tv producer Max Cooper, both identified with baseball—plan to set up separate warehouse units for purpose of selling tv stations short-length (150-375 feet) end tape from whole reels (perhaps running two to five minutes) at reasonable rates. They feel many broadcasters frequently buy more tape than they can actually use. They visualize a promising market.

Ad clearance • Despite recommendation of House Oversight Subcommittee that Federal Trade Commission be given full injunctive power in cases involving false and misleading advertising, agency itself isn't in agreement that it wants this broad authority. Chairman Earl W. Kintner, for one, isn't inclined in that direction, but certain members of five-man commission, presumably because of agitation over advertising issue, will again take up possible procedures whereby all advertising would be previewed by agency, if need be, on mandatory basis. Chairman Kintner, however, doesn't go along, contending this would be tantamount to police state tactics.

Non-commercial? • Community contributions to fund drive set by WTTW (TV) Chicago, non-commercial, educational station, for meeting $808,000 operating budget for 1960-61 currently are running 15-20% ahead of last year. But real news is that Chicago Educational Television Assn. took in more than $80,000 last year from renting out independent kinescope and video tape recording facilities to clients and agencies. So encouraging has been response that WTTW expects to buy second recorder in near future.

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

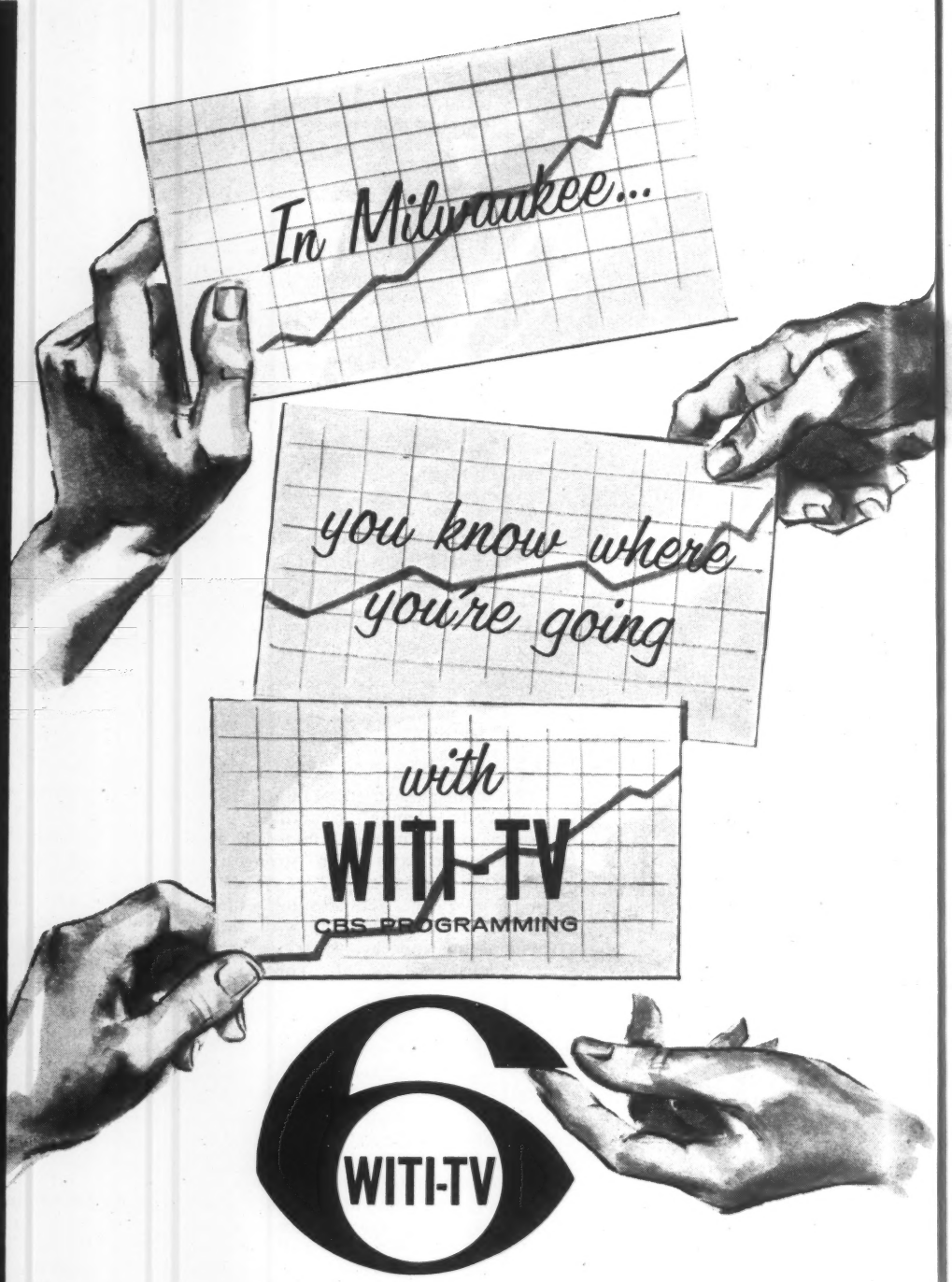
OVER
3,000
FEATURE
FILM
TITLES

6 WITI-TV

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

6 WITI-TV

MGM
•
RKO
•
20th CENTURY
FOX
•
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS



EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. SNYDER

Vtr helps avoid costly 're-makes' • Producers of television commercials can cut costly mistakes and client-ordered alterations by using video tape to preview the commercial before the final production. Vtr previews also aid in selecting cast, announcer, settings, demonstration techniques and other important elements. How it works for Needham, Louis & Brorby is related by the agency's vice president and tv-radio creative director, Kenneth C.T. Snyder, in this week's MONDAY MEMO. Page **24.**

Spot radio's top 100 • RAB reports on biggest spenders, ranked according to dollar outlays in spot radio in 1959. Ford, Reynolds Tobacco, Chrysler lead the list. SRA also reports spot radio gains, estimating 1959 increase at 2.8%. Page **27.**

Network blue-chips, 4th quarter '59 • Procter & Gamble, American Home Products and Lever Bros. bill the most in time purchases; Anacin and Dristan top the brands. Page **28.**

Affiliates talk it over • CBS-TV station executives, at two-day Washington meeting, hear legislators and Federal Trade Commission chairman tell them how they must reform or face stiffer regulation and legislation. Network answers with resume of strengthened program fare and new guide for commercials. Page **42.**

Code preview conference • Forty tv stations to be represented at March 11 meeting called to discuss proposal to review tv fare in advance and affix seal of approval. Page **44.**

Block booking trial begins • Government suit against six tv feature film distributors for block booking starts today in New York. If government wins "retroactive" objective, it can mean millions in pockets of telecasters. Page **56.**

Washington battle • Oversight Chairman Oren Harris and FCC Chairman John C. Doerfer swap verbal punches at CBS-TV affiliates convention, with FCC head showing a rare type of courage—willingness of a federal official to slap back at a Congressman. Page **60.**

Heavy payola activity at FTC • Stations received payola, FTC says, in issuing 16 more complaints. Total now is 59. Meanwhile, seven consent judgments signed. Page **66.**

Parnell-grade blueprint in tv • Associated Television Ltd.'s principals have chalked in U.S. as part of a world-wide operation that will distribute tv programming. A special interview. Page **74.**

Wrather-Jerrold eyeing pay tv • Jack Wrather and Jerrold headed for marriage of pay tv and community antenna systems. Wrather sees future for pay tv, but in wired cable systems. Reaction of first days of Toronto Telemeter operation enthusiastic, according to reports. Page **76.**

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BUY ONE GET THREE IN MICHIGAN

26th
TV market nationally*—
Lansing, Jackson,
Battle Creek

WILX-TV
LANSING

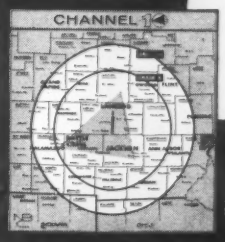
11th
in population**—
Lansing, Jackson,
Battle Creek

WILX-TV
JACKSON

46.2%
outstate Michigan population**—
Lansing, Jackson,
Battle Creek

WILX-TV
BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE



*Television Age 100 Top Markets 11-30-59

**SRDS Consumer Market Data 1-1-59

WILX-TV
CHANNEL 10

LANSING
JACKSON
BATTLE CREEK

Associated with WILS-Lansing WPON-Pontiac
CONTACT VENARD RINTOUL & McCONNELL

Newsweek

JANUARY 4, 1960 25¢

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RISING PHOENIX: MIRACLE IN ARIZONA

NEWSWEEK COVER STORY
Jan. 4, 1960

HOME OF
AMERICA'S NUMBER ONE*
INDEPENDENT

KPHO-TV

TAKING PART in this "MIRACLE STORY" is the Meredith Station in Phoenix, Arizona, KPHO TELEVISION, CHANNEL 5, Arizona's First Television Station Since 1949. KPHO-TV announced a $475,000 improvement program for its facilities this year including the newest and most up-to-date full power transmitter. Available NOW, Arizona's first RCA fully compatible television tape recorder!!

KPHO-TV
A Meredith Station
Represented Nationally by The Katz Agency
Affiliated with Better Homes & Gardens Magazine

V. P. & General Manager
RICHARD B. RAWLS

Station Manager
HOWARD STALNAKER

*Based on figures supplied by American Research Bureau.

The background of this advertisement is a black-and-white reproduction of Newsweek's recent color cover featuring Phoenix's busy Central Avenue.

Rising Phoenix: 'Miracle' in Arizona

SPOTLIGHT ON BUSINESS

DOERFER ADMITS STORER 'LIFT'

Plane, yacht trips hit hard by Rep. Harris

FCC Chairman John C. Doerfer admitted March 4 before House Oversight Subcommittee that he and his wife rode to and from Florida in Storer Broadcasting Co. airplane during recent vacation, reviving committee charges that he accepts gratuities from broadcasters too freely.

Four days after FCC chairman engaged in free-swinging debate with Chairman Oren Harris (D-Ark.) at CBS-TV affiliates convention (story page 60), he found himself trapped by Rep. John E. Moss (D-Calif.) who questioned his acceptance of industry favors.

FCC chairman was involved in two switches of testimony.

First he offered what he described as whole story of recent yachting and golfing activities as guest of George B. Storer, head of Storer station group. After Mr. Doerfer told of six-day visit on yacht, moored most of time in Florida, Rep. Moss brought up airplane trips and Mr. Doerfer conceded he had made them after originally buying tickets for himself and Mrs. Doerfer on Northeast Airlines.

Second, FCC chairman had difficulity explaining to Rep. Moss why he had told newsmen after appearance of newspaper reports that he had spent only "one or two nights" on Storer yacht, *Lazy Girl*. He had told this version to BROADCASTING earlier (see page 61).

No Plans to Resign • Impact of Mr. Doerfer's appearence before Harris subcommittee was revival of reporters' questions whether he intended to resign from commission. He angrily denied any such intention.

FCC head said Mr. Storer had invited him to ride from Washington to Florida in company plane after reading about Florida vacation plan. Mr. Doerfer said he applied to Northeast for refund, which arrived this week. Mr. Doerfer said he had contacted Mr. Storer this week about giving refund to some charity.

During questioning about Florida trip and 1958 gratuities, Chairman Doerfer vigorously maintained his right to be first-class citizen and pick own social contacts. He said government official should not be barred from such contacts except in case of persons involved in immediate adjudicatory proceedings. He repeatedly cited Code of Judicial Ethics as his guide and said he had violated no provision of code.

Excitement over vacation revelations, with Chairman Harris assigning Rep. Moss to district attorney role, drew attention away from Mr. Doerfer's review of steps FCC has taken to prevent quiz-rigging and payola.

Payola Study Status • Commission's payola study, FCC chairman said, had produced data showing large number of stations and also networks get prizes to give on programs; some station and network personnel go on free trips; some jingles and spots are run without identification of commercial backing; record hops are common in larger markets; half of stations say they get free records or "freebies," sometimes giving them as program prizes.

Committee questioning was directed at reason why FCC hasn't sent payola letters to WBZ Boston, Westinghouse station, and WHDH there, along with four Boston area stations cited earlier this week (WORL, WILD, WMEX, WHIL). FCC chairman said staff procedure hadn't advanced to point justifying any WBZ or WHDH action.

After Chairman Doerfer had cited details of commission action in quiz-rigging and payola scandals, committee questioning was directed at failure of FCC to produce comprehensive analysis of some 5,000 returns received from station questionnaire on subject. Mr. Doerfer explained New England stations come up for renewal next month and staff had picked out information applying in this area. He said policing of conduct by station owners and staffs would be "quite an undertaking" but explained commission is concerned over charges involving moral turpitude at renewal time.

During references to 1958 oversight group's probe into Doerfer travels and acceptance of Storer hospitality, Rep. William L. Springer (R-Ill.) asked about later Commission vote on vhf-uhf matter of interest to Storer company. Chairman Doerfer said he cast deciding vote, which was against what was implied to be desired by Storer stations.

Rep. Moss and others engaged in questioning over recent Doerfer speeches critical of committee's proposed legislation. This definition of censorship was offered by Rep. Moss: "Specific, prior restraint of content." Mr. Doerfer replied, "Censorship is much more than that."

Now it's 'ghostola'

Problem of "deception" in broadcasting came home to roost on Capitol Hill Friday. Sen. Wayne Morse (D-Ore.) said on floor he will offer bill this week to require politicians to certify whether or not they wrote speeches they deliver on tv or radio. His colleague, Sen. Richard Neuberger (D-Ore.), several years ago proposed that political candidates appearing on tv be required to announce whether they are using make-up or other artifices to enhance appearance.

FTC's Kintner tells payola curb progress

Morning testimony by FTC Chairman Earl W. Kintner seemed designed to set stage for afternoon testimony by FCC Chairman Doerfer. It also featured hassle between GOP Rep. John Bennett (Mich.) and Rep. Harris over impending appearance of ABC-TV star Dick Clark.

Mr. Kintner, with seeming reluctance, answered questions designed to show contrast between FTC progress against payola and other deceptions and FCC's lack of it. He also admitted, to questioning, that he didn't think it was "overstatement" to say that payola is "widespread practice" in broadcasting.

This was after he testified FTC has issued 60 complaints (51 then public; 9 more made public later in day) of payments by record makers and distributors to 255 disc jockeys at stations in 56 cities in 26 states and that seven station licensees also have received payments. He agreed to furnish Rep. Harris "in person" with "single copy" of list, including those on which complaints have not been served. He said he assumed subcommittee would be discreet so as to avoid "trial by press" of unsubstantiated evidence. FTC has 95 more cases under investigation, he said.

Rep. Bennett said he thought Dick Clark was "obviously involved" in payola much more than some previous disc jockey witnesses and hoped he would be asked to testify "as soon as possible." Rep. Harris said Mr. Clark wouldn't be called until subcommittee completes probe on him, to which Rep.

AT DEADLINE CONTINUED

Bennett retorted he didn't feel House group needs "federal case." Mr. Kintner said FTC also is investigating Mr. Clark.

Free Plugs Next • Mr. Kintner said FTC also is probing "plugola" (free tv plugs), but has not issued complaint. He said he feels FTC has jurisdiction to act against stations and disc jockeys, but feels most efficient way is to go to "source," i.e., record companies and eight firms which "appear" to deal in placing free plugs. He noted FTC and FCC recently agreed to exchange information on payola and that FTC is passing on to FCC names of stations and dj's involved in payola. He made pitch for FTC's requested 10% increase in budget, mostly to add 75 more investigators to present 116, but said FTC will use present force as "efficiently" as possible.

FTC head felt most of payola and plugola cases "could be construed" as delegation of control and avoidance of responsibility by station licensee. He said FTC favors legislation to outlaw payola and plugola.

He told Rep. Samuel Devine (R-Ohio) that when FTC finds another agency or subcommittee already has records it wants to use, FTC tries to get information from other agency or awaits its turn in case of subcommittee. If records are not available, FTC goes ahead with its probe "come hell or high water," he said.

He said he didn't feel FTC consent agreement policy in recent years has weakened FTC hand in enforcing decrees or in verifying information in tied-in cases, observing that courts get tough if companies don't abide by consent orders.

Union groups urging same contract dates

Leaders of four labor unions involved with radio-tv agreed Friday (March 4) that there is merit to proposal to have all contracts in broadcasting field expire on same date. Discussion was part of two-day workshop conducted during American Federation of Television & Radio Artists' Conference of Locals in Columbus, Ohio, last Thursday and Friday.

Participating in discussion were Richard Walsh, president of International Alliance of Theatrical Stage Employes; Herman Kenin, president of American Federation of Musicians; George Smith, president of National Assn. of Broadcast Employes & Technicians; Virginia Payne, AFTRA president; Donald F. Conaway, AFTRA national executive secretary, and officials of 32 of 39 AFTRA locals in attendance at conference.

Conclusion was that proposal should be forwarded to other unions involved with radio-tv and committees should be established in Chicago, Los Angeles and New York to explore all facets implicit in this strategic move. It was agreed by union officials that common expiration date of contracts would strengthen union position during negotiations and labor disputes, including strikes.

KJBS to Krisik group

Argonaut Broadcasting Co. Friday (March 4) asked FCC to approve its purchase of KJBS San Francisco for $425,000. Purchasers include A.J. Krisik (50% of KNGS Hanford and 30% of KFIV Modesto, both Calif.), 22.5%; Theodore J. Wolf (40% KFIV), 12.5%; Nicholas J. Tocco, 12.5%; Andrew J. Sturtevant (KFIV commercial manager), 12.5%; Leslie R. Rhodes (president), 6.4%; James G. Paltridge, 6.4%, and others. Sellers include William B. Dolph, Hope D. Pettey and others. They have interests in KUDE Oceanside, Calif., and WPEO Peoria, Ill.

FCC supports KALL

FCC Friday (March 4) told Salt Lake City Mayor J. Bracken Lee there appears to be no grounds to mayor's charge that KALL Salt Lake City gave free time to his opponent in 1959 campaign. Mayor Lee charged that KALL owner George Hatch was campaign manager for Bruce Jenkins and gave Mr. Jenkins free time. KALL told commission it did not give any candidates free time, that all political announcements were paid for in advance and that Mayor Lee purchased time worth $649.80 and Mr. Jenkins, $549.46.

Big Ten declines Miles

Officials of Big Ten Conference Friday rejected $3 million tv offer from Miles Labs for rights to its athletic events over next three years. Faculty representatives and athletic directors voted to turn down contract on grounds it would conflict with National Collegiate Athletic Assn.'s football tv control program. Pact would have included football, basketball and other sports starting with 1960-61 broadcast season. NCAA's tv committee currently is working out details for football tv schedule this fall.

WEEK'S HEADLINERS

MR. WEST

MR. SARNOFF

JOHN K. WEST, NBC Pacific Div. vp, promoted to vp, West Coast, and THOMAS W. SARNOFF, vp for production and business affairs, named vp, administration, West Coast. Mr. West, with NBC past 10 years and before that with RCA Victor for 20, will be west coast representative of NBC management in general areas of public, talent, advertiser and community relations. Whereas in past he reported to J. M. CLIFFORD, executive vp for administration, he now reports to President ROBERT E. KINTNER. Mr. West joined NBC in 1950 as Pacific Div. vp. Mr. Sarnoff, youngest (33) son of Brig. Gen. DAVID SARNOFF, RCA board chairman, will coordinate NBC's various departmental activities on West Coast. These include: talent and contract administration, facilities operations, business affairs, station relations, press and publicity, continuity acceptance, advertising and promotion, traffic and sales service, finance and accounting, law, personnel and labor relations, engineering and facilities administration, standards and practices and promotional services. West coast heads of these departments will report directly to respective department heads in New York, and Mr. Sarnoff will report to WALTER D. SCOTT, executive vp, NBC-TV. Mr. Sarnoff, who entered tv with ABC in Los Angeles in 1949 and moved to NBC Pacific Div. in 1952, also heads newly-formed west coast coordinating committee, designed to strengthen ties between NBC headquarters and its west coast operations. (See story page 52.)

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Florence

is unique

She walks in beauty,
vital as the television market she
symbolizes. Florence is
unique—a single-station market
61 air miles from another
tv station. No other single medium
effectively serves this
agricultural-industrial market
of 1,300,000 people
in 30 counties.

WBTW

Florence, South Carolina

Channel 8 • Maximum power • Maximum value
Represented nationally by CBS Tv Spot Sales

A Jefferson Standard station affiliated with
WBT and WBTV, Charlotte, N. C.

YOU KCAN'T KCOVER TEXAS without KCEN-TV

MISSING LINK!

between Dallas-Ft. Worth —Houston and San Antonio markets... that's the big Waco-Temple market dominated by us.

NBC CHANNEL KCEN-TV TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MARCH

March 7-8—**Southwestern Assn. of Program Directors for Television** annual meeting. Shamrock Hilton Hotel, Houston.

March 7-11—**National Sales Executives-International,** San Francisco Field Sales Management Institute, Hotel Mark Hopkins, that city.

March 7-12—**Board of Broadcast Governors** conducts hearings on power increases and frequency changes in Canada. Queen Elizabeth Hotel, Montreal.

*March 8—**Radio & Television Executives Society** timebuying-selling seminar. E. Jonny Graff, NTA sales vice president, and Hermino Traviesas, vice president and manager, radio-tv department, BBDO, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—**Audio Engineering Society** west coast convention, Alexandria Hotel, Los Angeles.

March 9-11—**NAB Board of Directors,** Statler Hilton, Washington (postponed from Jan. 27-29). Tv Board meets March 9; Radio Board March 10; Joint Boards March 11.

*March 10—**Federal Bar Assn.** luncheon. Episcopal Bishop James A. Pike of California, formerly a government attorney and a founder of Pike & Fischer regulations, will speak on "Professional Conduct and Christian Ethics." National Press Club, Washington.

March 10—**Radio & Television Executives Society** 20th anniversary dinner. Grand Ballroom, Waldorf-Astoria, New York.

*March 11—Meeting of tv station executives who have shown interest in proposed seal of approval for **NAB Tv Code** structure. Drake Hotel, Chicago.

*March 12—**Utah-Idaho AP Broadcasters Assn.** Utah Hotel, Salt Lake City.

March 13-14—**Texas Assn. of Broadcasters** spring meet, Rice Hotel, Houston. "Soaring 60's," sales and management symposium conducted by John Shirley, founder of Communications Institute of America.

March 15—Deadline for applications to enroll in **NAB Broadcast Management Seminar,** to be held July 10-22 at Harvard Business School, Boston (postponed from March 1).

March 15—**Radio & Television Executives Society** timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—**Academy of Television Arts & Sciences** at New York, forum on educational tv, NBC.

March 15-17—**Electronic Industries Assn.,** spring conference. March 15, military seminar; March 17, government-industry dinner. Statler Hilton, Washington.

March 17—**Southern California Broadcasters Assn.** Campbell-Mithun, Hollywood, will present program. Luncheon at Hollywood Knickerbocker.

March 17-19—**Advertising Federation of America** Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 18—**Indiana State Broadcasters.** FTC Chairman Earl Kintner will be key speaker. Indianapolis Athletic Club.

March 18-19—**Arkansas Broadcasting Assn.,** annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—**National Educational Television & Radio Center,** meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-26—**Northwestern U.** second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ, both Chicago.

March 21-23—**Canadian Assn. of Broadcasters,** annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

*March 22—Deadline for filing comments to FCC proposed rulemaking on payola. Extension of time from March 1 was granted on request of NAB. Deadline for filing comments is March 31.

March 23—**Chicago Broadcast Adv. Club's** monthly luncheon meeting, Sheraton Towers. Guest speaker: Donald McGannon, president of Westinghouse Broadcasting Co.

*March 25-26—**Industry Film Producers Assn.** first national convention. Documentation and coverage of space and electronic projects will be emphasized. Statler-Hilton Hotel, Los Angeles.

March 29—**Assn. of National Advertisers'** workshop "How to Use Advertising Effectively in Introducing New Products." Hotel Ambassador, Chicago.

*March 31—**Academy of Television Arts & Sciences,** Los Angeles chapter. Groucho Marx, Red Skelton and others will discuss "Comedy in Television" at 8 p.m. meeting at the Beverly Hilton Hotel, Beverly Hills, Calif.

APRIL

*April 1—Comments due on **FCC** proposal for shorter license periods to strengthen its broadcast enforcement.

April 1—Comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—**Women's Advertising Clubs** eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—**Assn. for Professional Broadcasting Education,** Conrad Hilton Hotel, Chicago.

April 2—**National Assn. of Fm Broadcasters** annual business meeting. Conrad Hilton Hotel, Chicago.

April 3-6—**NAB Annual Convention,** Conrad Hilton Hotel, Chicago.

April 4—**Academy of Motion Pictures Arts & Sciences** annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-6—**American Management Assn.'s** national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—**National Premium Buyers** 27th annual exposition, Navy Pier, Chicago. **Premium Adv. Assn. of America** will hold its annual conference in conjunction with exposition at same site April 5. And the **National Premium Sales Executives** conducts its sales and distribution seminar April 3.

April 5—**Broadcast Pioneers** annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—**Academy of Television Arts & Sciences** forum on New York station operations, ABC.

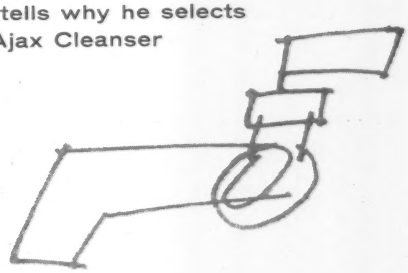
*April 8-9—**Oregon Assn. of Broadcasters** annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

April 9-10—**Disc Jockey Assn.,** membership meeting. Minneapolis (site to be selected).

April 11—Deadline for filing reply comments to proposed **FCC** amendment of **CONELRAD** manual BC-3 to provide for transmission standards for the

Interview: Munay Roffis

McCann Erickson, Broadcast, Media Supervisor tells why he selects WLW-TV Stations and WLW Radio for Ajax Cleanser



"The Crosley Group can help clean up many an advertising problem."

"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."

"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."

Call your WLW Stations Representative . . . you'll be glad you did!"

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

If you have something to sell America, you have something to say in these 7 of the top 10 U.S. markets. The place to say it is on the CBS Owned Radio Stations, because C-O Radio is different: different in each city, different from all other radio today. These stations are still in show business, and it shows! Look at some of the listed highlights (only a partial listing) of locally produced programs, and you'll see what we mean. This is broadcasting for active listeners—not for the fringe consciousness of people with their minds on other matters. And added to it, is the unique strength of the CBS Radio Network, with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS C-O
Represented by CBS Radio Spot Sales

Program Highlights

KCBS
San Francisco

"Viewpoint," an idea forum, broadcasting phone calls from anyone; "Owen Spann," comedy, variety; "The Bay Today," interview study of the area's big story of the day; "Radio Moscow," airs and analyzes the Soviet view; special series, such as the Los Angeles-Honolulu Yacht Race; full local coverage of the Winter Olympics.

Program Highlights

KNX
Los Angeles

"Opinion Please," a modern town meeting where anyone can talk on a broadcast open phone line; "The Bob Crane Show," a zany comedy turn; "Point of Law," digests of actual court cases; "This Is Los Angeles," provocative interviews with interesting Angelenos; specials such as "Blackboard Dilemma," "The Changing Face of Hollywood," and "Image of America."

Program Highlights

WBBM

Chicago

"Music Wagon," "The Connie Mitchell Show," "Supper Club," "The Gold Coast Show," "Merrily We Go," "The Josh Brady Show," "The Little Show," all live music and variety productions; "The Tony Weitzel Show," celebrity interviews; "The Art Mercier Show," tips on hunting and fishing; "Jone & Josh," a lively woman's page of the air.

Program Highlights

WCBS

New York

"The Jack Sterling Show," "The Martha Wright Show," "The Lanny Ross Show," all offer live music and variety; "Backgrounds of Literature" and "Backgrounds of Music" stimulate and educate; "Three Guesses," an audience-participation musical game; "Freeman & Hayes," comedy, live music, records.

Program Highlights

WEEI

Boston

"Showcase," Priscilla Fortescue reports on her globe-trotting, celebrity-meeting life; "Lady of the Bookshelf" dramatizes favorite children's books; "Carl Moore Remembers," live music from a Boston "landmark"; "Calder and Johnson," offbeat comedy & music; Career Centers, useful, needed advice for the teenager.

COAST

Program Highlights

KMOX

St. Louis

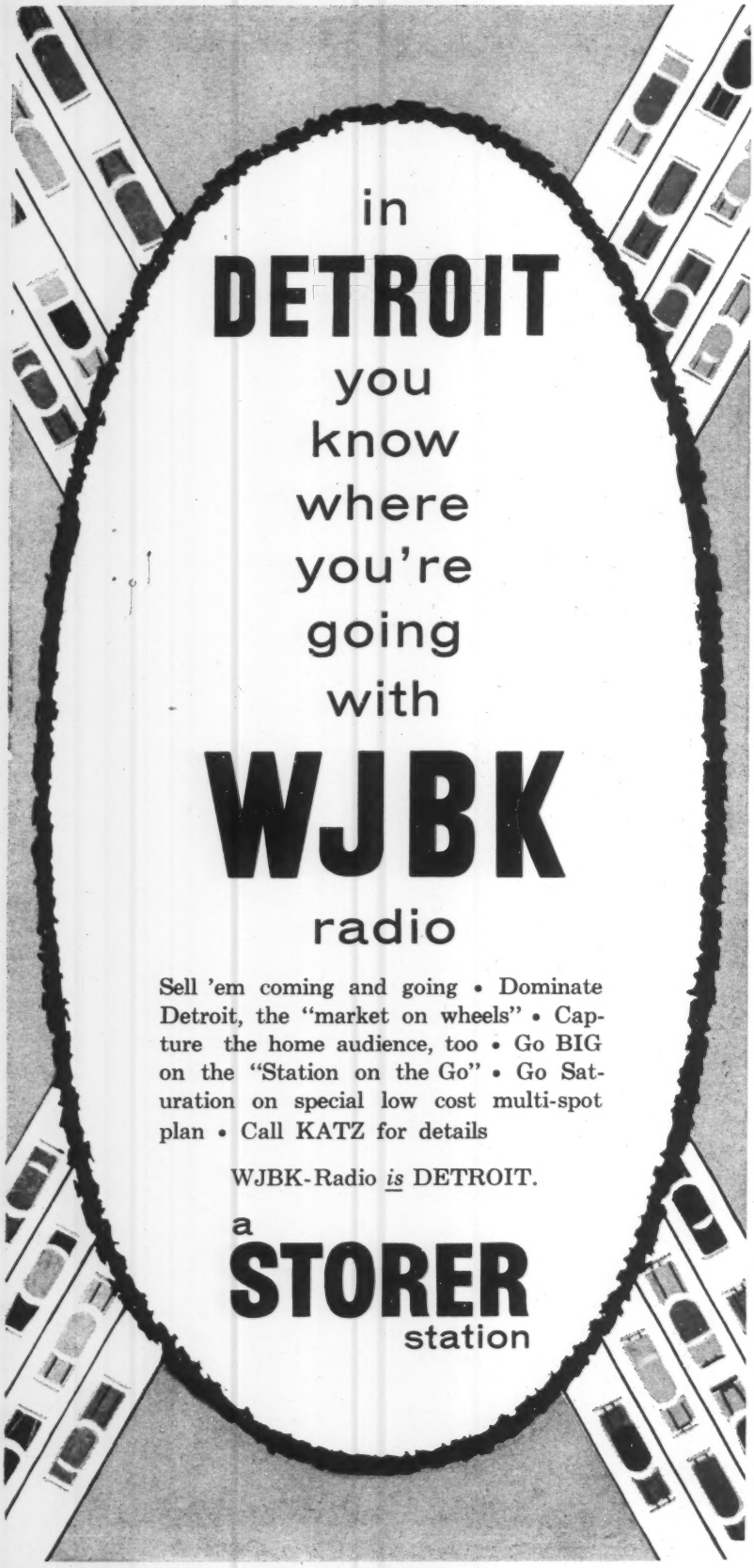
"Strictly Editorial," "Science Editor," "The Spelling Bee," "State of the Law," "Successful Money Management," all speak for themselves. "The Laurent Torno Show," an outstanding musician and conductor plays, discusses, interprets good music; "Words and Music," poetry readings; the station that originated Conelrad weather alert.

Program Highlights

WCAU

Philadelphia

"The Ralph Collier Show," talks with celebrities and other interesting people; "University Round Table," stimulating discussion; "Career Forum," vocational guidance for High School students; "The Books of Man," under the auspices of the University of Pennsylvania; "The Governments of Man," under the auspices of Temple University.



CONELRAD attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W.Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America**, 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21—Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, there.

***April 25-27—Sales Promotion Executives Assn.** annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, SALES MANAGEMENT.

***April 28-29—Ohio Broadcasters Assn.** annual meeting. Harold Fellows, NAB president, is key speaker. Pick-Ohio Hotel, Youngstown.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

MAY

May 2—Reply comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

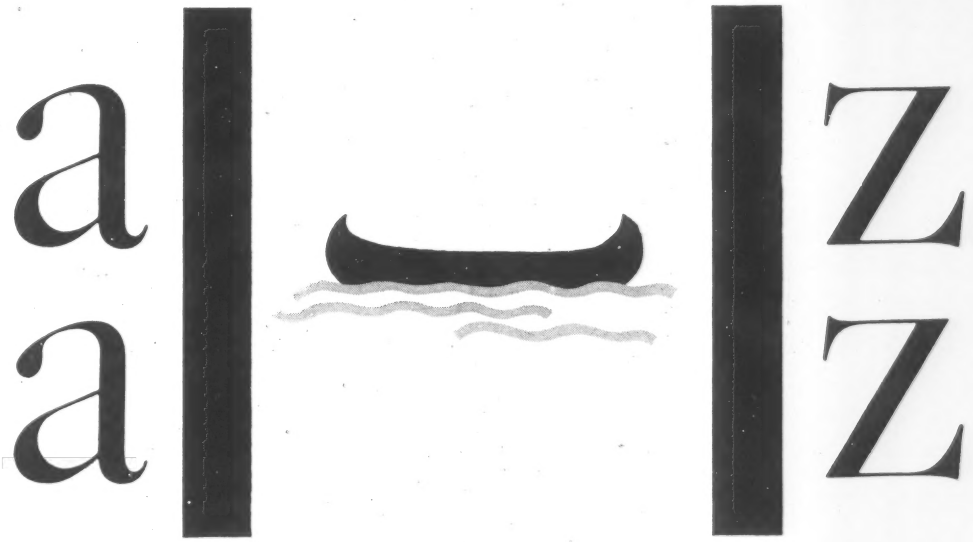
May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

***May 3—CONELRAD** drill scheduled by **FCC** for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 4—Reply comments due on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***May 4—Station Representatives Assn.** awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.



ALL IN SAME BOAT

Advertising Agency Executive Alpha and his client, Mr. Aardvark, meet in secret conference with Advertising Agency Executive Zeno, and his client, Mr. Zeta, to arrange details for co-sponsorship of a television program. The conference is held at Alpha's isolated island retreat; all arrive in Alpha's seaplane.

When it's time to leave, the plane won't start. All will have to get back to the mainland in Alpha's boat, which can carry only two persons at a time. Alpha won't leave Aardvark alone in Zeno's company: Zeno won't trust Alpha alone with Zeta.

How do they all get back?

No fair getting outside help. Or swimming. Or fixing the seaplane. Or merging the agencies. Or forming the Aardvark-Zeta Company. Get 'em out by boat.

(Sure, we'll send you the solution, along with the tv solution to your marketing problems in Washington, D. C. Or ask the H-R Television man next time he calls to tell you about WMAL-TV. If you send us the correct solution, we'll send you a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

LUCKY CHANNEL 13

BRINGING YOU CONSISTENT SALES... through *Quality* programing

abc

WAST

delivering

ALBANY - SCHENECTADY - TROY
AMERICA'S 29TH MARKET!

Engineered to cover Eastern New York, Western Massachusetts and parts of New Hampshire and Vermont with the ABC Network.

call your H-R *man*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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city *zone* *state*

Send to home address — —

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OPEN MIKE

Bull market in selling stations

EDITOR: [I want] to tell you how much I enjoyed your excellent article, "The big bull market in radio-tv" ("Perspective '60" issue, Feb. 15, page 80). Whoever wrote the article must have been treading in the footsteps of a broker, the article had so much authenticity . . . —*Wilt Guzendorfer, Wilt Guzendorfer & Assoc., Los Angeles.*

Charges 'Truth' payola

EDITOR: When two or three government organizations are concerned with payola and integrity in broadcasting, how can a broadcasting organization which is virtually another governmental agency not only offer payola to commercial broadcasting station managers but proclaim the same in a full page advertisement in BROADCASTING?

I refer, of course, to Crusade for Freedom's offer of free European junkets to station managers for "the best promotional effort to generate entries in the Truth Broadcast Program."

"Inspection trip" indeed! If the promotion is worth the air time of the station why does Crusade for Freedom have to hold out bait which boils down to the grossest payola?—*W. T. Rabe, Radio-Tv Columnist,* The Michigan Catholic, *Ferndale, Mich.*

The competitive spark

EDITOR: I'm firmly convinced that industries, just as individuals, make most of their troubles for themselves.

Now comes ABC appealing to the FCC that in cities where there are only two vhf television stations that the Commission assign a third station. This is on the premise that the great and glorious public should be given, as Al Beckman has been quoted as saying, "A full choice of three network service."

You see how silly this thing is, because in order to gain individual advantage instead of competing openly for markets, ABC would request the Commission to create additional stations. . . .

So comes the time when there are six television networks there must be six stations in every major market.

Where is the competitive spark of broadcasters? Must the FCC always fight the battle at the sacrifice of their own engineering standards?—*Robert T. Mason, General Manager, WMRN Marion, Ohio.*

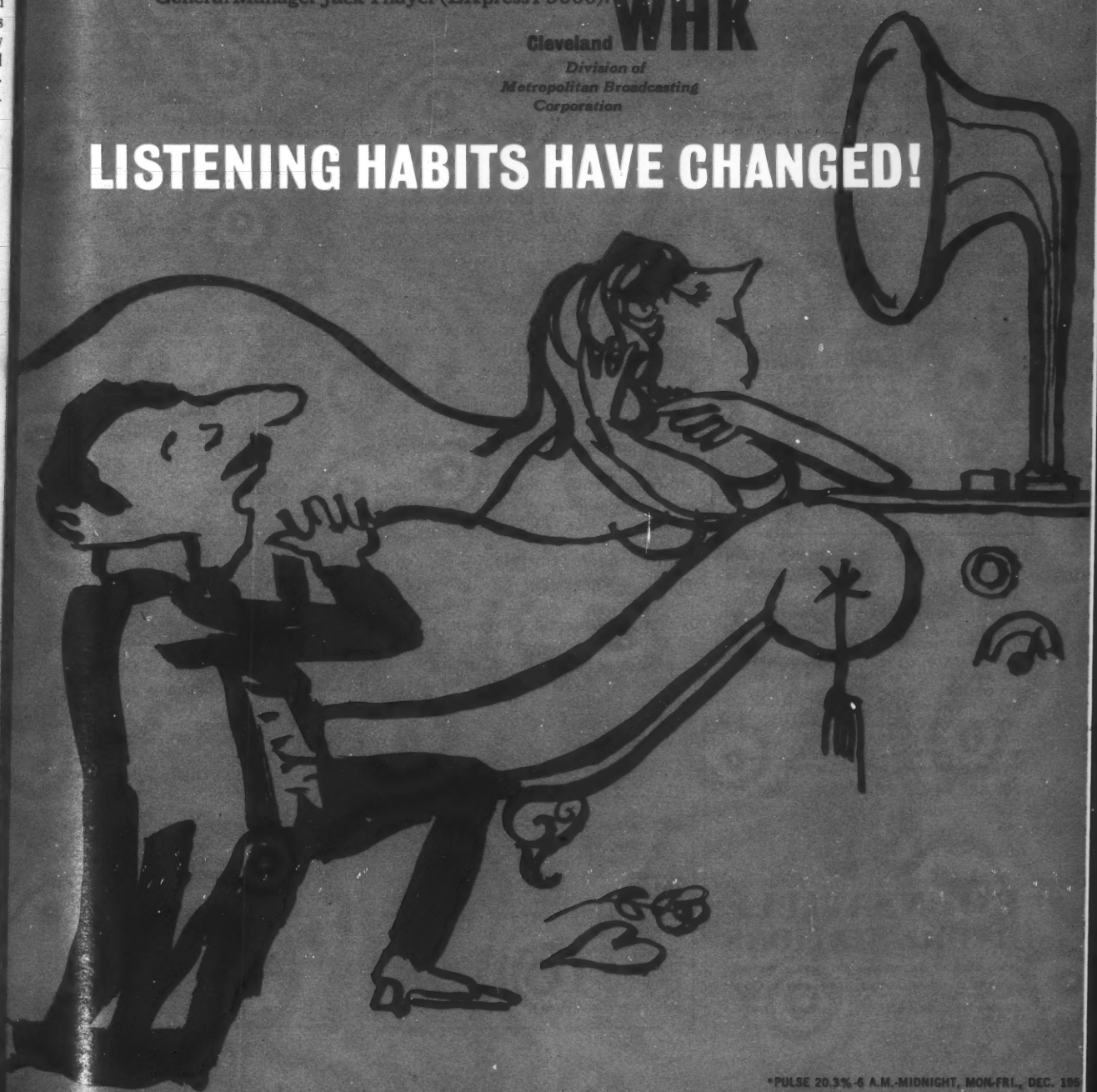
Catv competition

EDITOR: My constant prayer is that one day I can convince you and other

...in Cleveland, particularly Her heart belongs to another. Likewise her ears and her Pulse. Cleveland is attuned to a new radio romance–WHK–the station that could hardly get any attention just a little over a year ago. Then it was that Metropolitan Broadcasting Corporation endowed our hero with an inheritance of new service, news and showmanship. Mirabile dictu! The new WHK delivers Cleveland's second largest audience* for your product's proposal. "Marriage" licenses available from Blair, or General Manager Jack Thayer (EXpress 1-5000).

WHK
Cleveland
Division of Metropolitan Broadcasting Corporation

LISTENING HABITS HAVE CHANGED!



*PULSE 20.3%-6 A.M.-MIDNIGHT, MON-FRI., DEC. 19
HOOPER, 21.1%-7 A.M.-6 P.M. MON.-FRI., JAN.-FEB. 19

Designer: Irving Miller; Artist: Tom Ulene

You Miss 1,300,000 Potential Buyers without ROUNSAVILLE RADIO

You must aim right or you miss the buying power of more than 1,300,000 Negroes in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—AFTER taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. You can make excellent use of our Know-How to sell your products. We'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
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WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President — HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep. — DORA-CLAYTON, Southeastern Rep.

people of importance who should know better that the statements such as you made in your editorial in the Feb. 22 issue, page 92 ["No Canadian capers," discussing Canada's policy that catv is allowed only if it does not compete with broadcasters] are just not borne out by the facts.

In your editorial you say, "Several (tv) stations in our sparsely populated West have gone under because they could not compete with cable systems. Others are teetering on the brink." The facts show exactly the opposite. There has been no tv station anywhere in the U.S. . . . that has been forced out of business because of competition of a cable system. Since the freeze was lifted in 1952, some 92 or 93 tv stations have gone off the air. Of these, only three have even claimed that community antenna systems had anything to do with their demise. These are the stations in Fairmont, W. Va., Atlantic City, N.J., and Kalispell, Mont. . . .

There are some 42 cities in the U.S. in which catv systems and broadcasters are living side by side and the broadcasters continue to prosper despite catv systems. . . . —*M.J. Shapp, President, Jerrold Electronics Corp., Philadelphia.*

EDITOR: This is just a line to express appreciation for the editorial in the Feb. 22 issue on the community antenna problem. It is a vexing problem—one which must ultimately be solved in the public interest, convenience and necessity. Other governments have apparently faced up to the problem, sooner than has our own FCC. I think your editorial treated the problem fairly and clearly and will be helpful in the efforts currently being made to find a solution.—*William C. Grove, General Manager, KFBC-TV, Cheyenne, Wyo.*

'Politics over principle'

EDITOR: Your editorial on "Politics over principle" (page 106, Feb. 1, concerning broadcasters' posture before FCC in recent program hearing) reflects the attitude of a good strong, virile American. Everyone should feel that way and talk that way. Censorship leads to dictatorship in the end and it is as simple as that.—*Thomas Tinsley, President, WITH Baltimore.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington** 6, D.C. Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
* Reg. U. S. Patent Office

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Market after market is snapping up **ALMANAC**... an exciting new concept in programming, a great new *selling* showcase. *365 five-minute epic events* . . . produced by Richard B. Morros in association with Hearst Metrotone News Inc.... narrated brilliantly and beautifully mounted with fine musical scoring. Now you can program every day of the year with **ALMANAC**... in any five-minute time slot, day or night—as many times a day as you like! In Los Angeles, for instance, **KRCA** schedules **ALMANAC** Monday through Friday... at 7:25 AM, 8:25 AM, 5:55 PM 1:00 AM.

ALMANAC *is selling like hot cakes... call, wire or write now...*

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NEW YORK 36, N. Y.

OFFICIAL FILMS, INC

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not so private eye

... in point of fact, a most public one, with perhaps the best-known address in the USA: 77 Sunset Strip.

Private Eye Zimbalist is, of course, a household face in millions of homes. And 77 Sunse Strip, along with such other programming successes as Maverick, Leave It to Beaver, The Real McCoys, The Untouchables, does much to explain why ABC-TV is now first or second in share of audience every night of the week. And *never* third.

As more and more people choose ABC, they are in turn chosen. For any philosophy of programming must, by its nature, select its particular audience. In ABC-TV's case (with its new, younger stars) this would have to be an audience of *younger* homes... families with a consuming interest in products as well as programs. And from cars to cleansers, America's blue-chip sponsors know it.

COMING UP IN '60: an even stronger, prime-time lineup to consolidate ABC-TV's rise to the fore. New properties like The Islanders, Stagecoach West, Naked City, The Corrupters, Asphalt Jungle, The Flagstones, Bugs Bunny half-hour cartoon series, Guestward Ho!, and Men From Miami (hour-long show from Warner Bros.). Plus greater balance of programming by way of our new *special* look: The Churchill Memoirs and significant documentaries like "Korea, The Forgotten Country."

One final thought. The cost of doing business with this young and responsive audience is now $2.88 per M homes. Statistically clear proof that the most efficient buy in network television today is ABC Television.

WATCH ABC-TV IN '60

(more people will)

MONDAY MEMO

from **KENNETH C. T. SNYDER,** *vice president, television-radio creative director, Needham, Louis & Brorby, Chicago and Hollywood*

Vtr helps avoid costly 're-makes'

One of my favorite axioms goes: "A commercial *isn't* until it is."

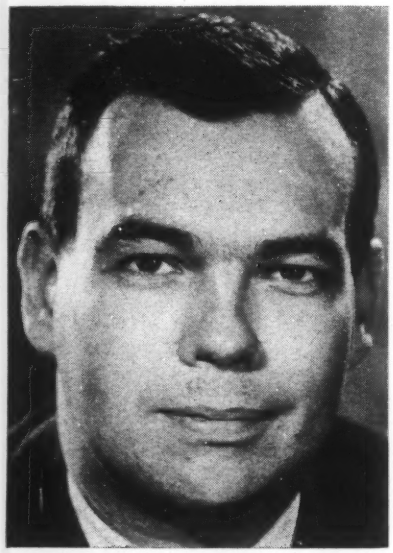
No matter how beautiful the design, it's still just words and pictures on a storyboard until visual movement and sound and pace and style are breathed into an execution of it. And, though your life-giver is a technician of impeccable judgment, the kind of creature that eventually comes to life on the tv screens of the nation is not his responsibility alone. Between a storyboard and completed commercial are a number of other individuals at the agency and in the client's executives offices who also bring their minds and their assorted points of view to bear on the problem of what sort of commercial this particular commercial should be.

Now, scientific progress has provided a possible solution to this dilemma as it has to so many other problems of modern life. For the past couple of years we've been using video tape for the commercials. Why not use it also as a long distance conveyor of pre-production plans, a beforehand communicator of questions, decisions, problems and solutions?

'Tapeprepping' • This would give client and agency personnel, whose total judgments will finally accept or reject the finished product, the opportunity to participate in the planning of a commercial's production as these same people have participated in the planning of its design. To be sure, this participation occurs now in the making of many commercials. But when distances are involved, or schedules are in conflict, this use of tape may save money and time in travel and production.

Imagine a client and agency group, let's say in New York or Chicago, sitting down to view a tape playback or a kinescope screening of a half-hour taped conference staged by the agency producer in Hollywood. He taped the conference yesterday afternoon and it was flown in for screening this morning. During the course of such a "tape-prep" conference, the group might see contenders for the various roles in the commercials and they might hear announcers auditioning. They could be shown set designs and given commentaries and decisions on this or that set problem by the producer. They could watch demonstrations of the product as they are intended to appear in the final version. They could see the product and package against an assortment of backgrounds and environments.

The group back in the East could be given the various alternatives in connection with the staging and action. The producer might be at the point where he can talk music, even in a rough form. They could look at the possible props, file photos of backings, etc. They could see and hear about wardrobe details and anticipatable makeup problems. They could learn of the 101 counter-proposals and creative suggestions that are almost always made by good outside producers. They could be informed of location decisions. They could examine typographical style sheets, cartoons and art pieces in layout or various other initial stages.



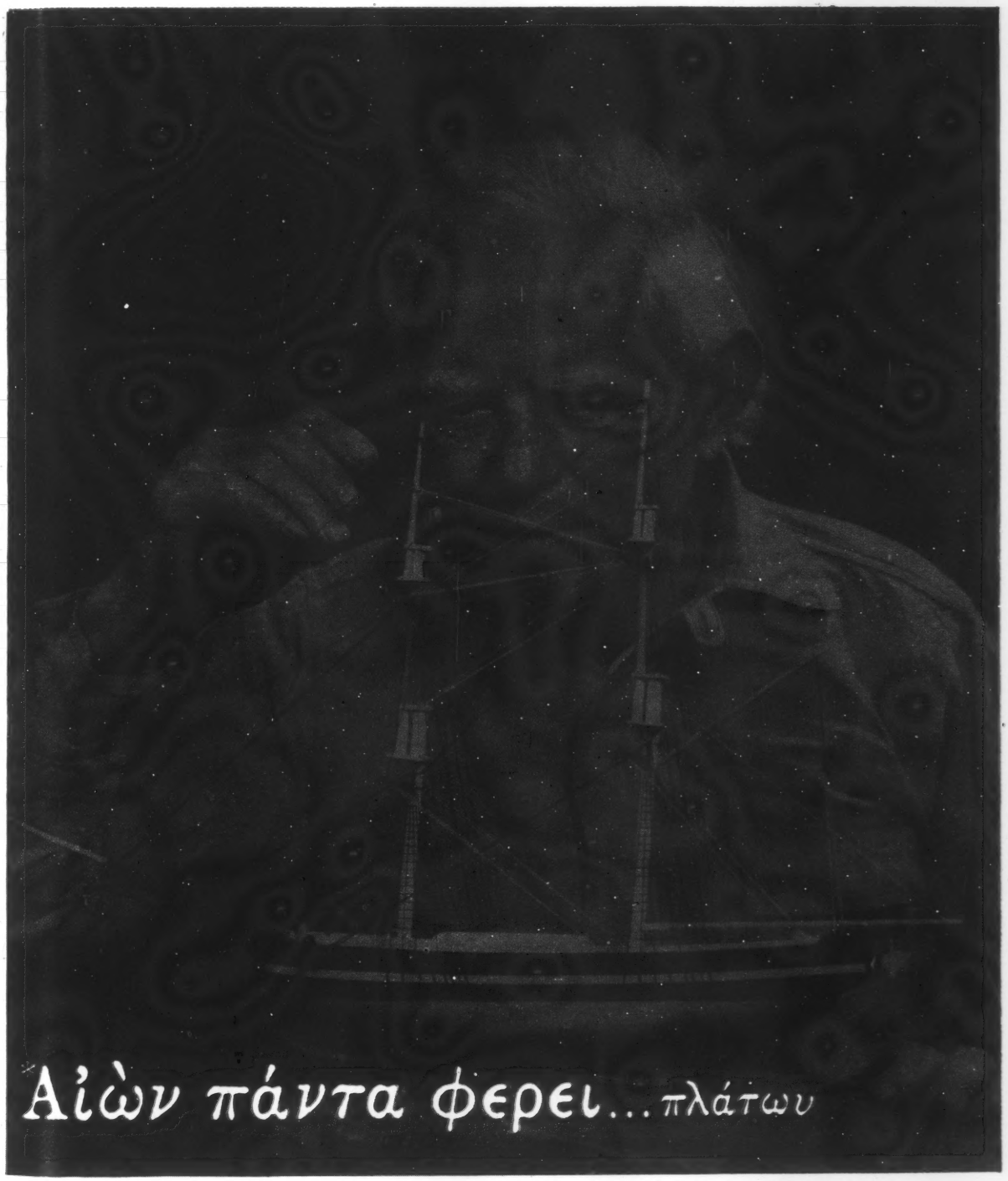
Kenneth C.T. Snyder has written, directed and produced commercials for shoes (Red Cross) and soaps (Lever and Jergens) and wax (Johnson's), as well as M.J.B. coffee, Wilson meats, Morton salt, Gallo and Gibson wines, Pacific and Cincinnati telephone companies, Standard Oil and Island Creek Coal, to name a fraction. Starting as tv commercial supervisor for BBDO, San Francisco, in 1950, he moved to Stockton, West, Burkhart Inc., Cincinnati, in 1954 as director of tv department. He joined Needham, Louis & Brorby as tv writer in 1955 and in 1958 was named vice president, tv-radio creative director and member of plans board. His business card carries two addresses, NL&B's headquarters in Chicago and the branch in Hollywood; his home is just off the UCLA campus.

The agency and client executives could be exposed to any possible changes in production costs that might not have been considered at the time original contract was let on the basis of storyboards (however detailed). Their decisions and judgments would be encourged in every area where possible differences might create future problems.

'Tapecasting' • Is "tapeprepping" really practical? Recently, for our client, Johnson's Wax, Needham, Louis & Brorby "tapecast" seven actresses. They were interviewed on tape for the purpose of selecting a spokesman for Johnson's Wax in a projected series of tape commercials. "Tapecasting" is really only the first part of "tapeprepping," but it proved to be well worth doing. We were about to spend thousands of dollars on commercials which were to run in hundreds of thousands of dollars worth of time. Working with Hal Marienthal of National Videotape Service in Hollywood, who produced the commercials, we taped for 35 minutes and, for a net figure of under $500, we were able to send that tape plus a 16mm kine of it to Chicago for client and agency personnel to evaluate.

What they got was the equivalent of sitting in on a spontaneous, casual interview with each applicant. Possibly, the tape was an improvement on the live session. Using two cameras for the taping, we got front views, side views, close-ups on the hands as well as the faces of the girls. Watching the tapes, the people back in Chicago saw a lot they might have missed in a normal kind of casting interview.

Doing It Better • There's a new sign hanging on the walls of business people these days. It asks, "Why is it that there's never enough time to do the job right, but always enough time to do it over again?" Though a bit cynical and defeatist, it is nonetheless indicative of how re-makes have become almost a cliche. This is tragic and wasteful in that, quite frequently, just a little more communication and a little better understanding of the promises at the preparation stage of production might forestall the differences of opinion or out-and-out boo-boos that cause the re-makes to be done. And, re-makes aside, wouldn't such communication just naturally help make the commercials better?



To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.
To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same *Truth*.

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time and Integrity* can help you accomplish your honest purpose.

WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090
Nationally represented by Edward Petry & Co., Inc.

*TIME ACCOMPLISHES EVERYTHING . . . *Plato*

STATISTICS

don't buy milk and ice cream . . .

PEOPLE DO!

If you're interested in statistics we can show you plenty--A. R. B. and Nielson, which both rate WJAC-TV tops in the Johnstown-Altoona market. But if you're more interested in people . . . product-purchasing people . . . read what F. G. Hummel, Advertising Manager of the Johnstown Sanitary Dairy Company, says about WJAC-TV:

> "We've been advertising steadily on WJAC-TV for more than eight years, and during this period, it's been proved time and time again that people see our advertising and they buy the milk, milk products and ice cream featured on WJAC-TV."

Whichever yardstick you prefer--statistics or sponsor-successes--we have both, and both prove that WJAC-TV is the station that gets results in the Johnstown-Altoona market!

get all the details from

HARRINGTON, RIGHTER AND PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 7, 1960
Vol. 58 No. 10

SPOT RADIO'S TOP 100 SPENDERS

RAB's first annual report shows they spent $113.9 million
Ford Motor Co. leads the list with R.J. Reynolds second

Spot radio's top 100 advertisers put $113,912,341 into that arm of the radio business in 1959.

The figures are being revealed today (March 7) by Radio Advertising Bureau in what it calls "the most extensive dollar expenditure report ever made available" in spot radio history. The report ranks 1959's top spot spenders in order of their estimated net investments (after discounts).

Ford Motor Co. leads the list with $7,280,000 reported spent in spot radio during the year. R.J. Reynolds Tobacco Co. is second with $4,800,000, followed by Chrysler Corp. with $4,129,000 and General Motors with $4,115,000. The Ford figure includes spot spending by Ford's dealer organizations, which, unlike those of other auto manufacturers, are handled centrally (through J. Walter Thompson Co. and, for Lincoln-Mercury, by Kenyon & Eckhardt).

This is the first such list to cover a full year's spending. RAB in the past has compiled similar reports of quarterly activity, but no full-year 1958 figures are available for comparison. The consensus, however, was that spot spending among the top 100 was up in 1959. This belief was supported by two other studies being released almost simultaneously.

SRA Sees Rise • One was Station Representatives Assn.'s annual estimate of spot radio time sales for the past year. This report, released by Lawrence Webb, SRA managing director, put net sales at $176,705,000, a gain of 2.8% over the total officially reported by the FCC for 1958 (see table).

The other supporting study was made by RAB in conjunction with its spot-spending research. It showed that of the 100 leading advertisers in all media, 91 used either spot or network radio—or both—during 1959. This compared with 85 of the top 100 using spot and/or network in the first nine months of 1959.

By product category, food marketers were the biggest spenders in RAB's spot list: 25 invested a total of $18,341,000 in spot radio in 1959. Sixteen drug and toiletry advertisers spent $16,762,000 to take second place as a category, while five auto makers spent $16,709,000 for a close third.

Other leading categories: six tobacco companies invested $15,960,000 in spot radio; 14 brewers spent $15,533,000; 13 gasoline, oil, tire, battery and accessory advertisers spent $13,579,000.

Leaders • Campbell Soup Co. led the food parade with a spot outlay of $1,400,000. Thomas Leeming & Co. was first in the drug and toiletry group with $2,000,000. Anheuser-Busch ranked first among beers and ales by spending $3,683,000, while Sinclair Refining lead the gasoline-and-oil derby with $2,500,000. Ford's expenditure, first in the auto category, could not be compared directly with those of other car manufacturers because the figures on dealer-organization expenditures for the others could not be accurately determined. Soap manufacturing was the principal category not substantially represented.

In releasing the figures, RAB President Kevin B. Sweeney called them "another tremendous step forward in the effort to make radio a 'measured medium'—to climb out from under the onus of being unable to answer an advertiser's questions about who's spending how much in radio.

"Until we started these reports the question of just how much money was being spent in spot radio went unanswered not only to advertisers but to the radio industry itself. Now we've got documentation of spending among 100 leading advertisers representing virtually every major category of business. The report in effect is a combination testimonial to radio's ability to sell and an invaluable sales tool for the industry. It's also a valuable guide for advertisers."

Upward Trend • Miles David, RAB vice president and promotion director, under whose direction the figures were compiled, stressed the trend toward radio use—spot or network, if not both—among the top all-media spenders.

"Radio's popularity with the nation's blue-chip advertisers continues to climb steadily," he asserted. "In the first quarter of 1958 our survey showed some 75% of these leaders were in the medium. Through the first nine months of 1958 the figures stood at 85%. Then, in the first six months of 1959, just over 90% of the top 100 used radio. Now for the full year 1959 the figure is virtually 92%."

It was noted that the top 100 were those for 1958, the latest year for which

How spot radio grew in 1959

The Station Representatives Assn. last week estimated that spot radio time sales in 1959 were $176,705,000, a gain of 2.8% over 1958.

The SRA estimates of spot volume were considerably lower than those made by BROADCASTING several weeks ago. BROADCASTING, in its issue of Feb. 15, estimated spot time sales in 1959 at $201,768,000, a gain of 17.3% over 1958 volume.

The BROADCASTING estimates, which also were made for national and regional network and for local sales, were based on projections from a large sample of stations. The BROADCASTING formula has been used successfully for two decades.

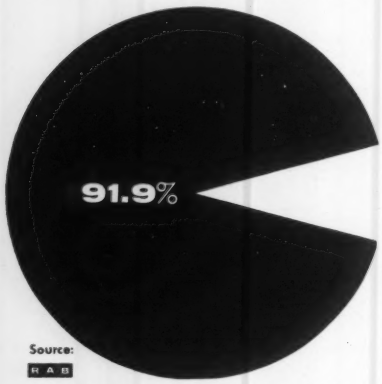
Official FCC tabulations of 1959 radio time sales will not be available until late this year.

Here are the SRA estimates:

	1958	1959	% Change
First quarter	$43,368,000	$ 40,655,000	—6.3%
Second quarter	43,067,000	46,808,000	+8.7
Third quarter	39,450,000	43,827,000	+11.1
Fourth quarter	46,054,000	45,415,000	—1.4
TOTAL	$171,939,000*	$176,705,000	+2.8

*The total for 1958 is the official FCC figure. Quarterly estimates for that year and 1959 are from Price, Waterhouse & Co., accountants, who compile the SRA reports. In all cases the estimates are for time sales after deduction of all frequency and promotional discounts but before deductions of commissions to advertising agencies and station representatives.

% of top 100 advertisers in spot or network radio



Source: RAB

most expenditure data is available. It also was noted that one of the top 100 advertised hard liquor exclusively and, since hard liquor is not generally accepted on radio, could not be considered one of radio's potential customers. Thus the use of radio by 91 of the top 100 actually means that 91.9% of the group's potential users already are in the medium at least to some extent.

RAB said it compiled its spot figures from sources representing approximately 50% of the nation's spot dollar volume, "with validating cross-checks for accuracy." But "even with this large a sample," RAB said, "it is possible that a few advertisers were missed, particularly among accounts whose distribution is not national."

Here are the top 100 spot spenders in 1959:

Rank	Company	RAB-estimated spot radio expenditures, 1959
1.	*Ford Motor	$7,280,000
2.	Reynolds Tobacco	4,800,000
3.	Chrysler Corp.	4,129,000
4.	General Motors	4,115,000
5.	Anheuser-Busch	3,683,000
6.	Liggett & Myers	3,600,000
7.	P. Lorillard	3,100,000
8.	American Tobacco	3,090,000
9.	Schlitz Brewing	2,710,000
10.	Sinclair Refining	2,500,000
11.	Carling Brewing	2,000,000
12.	Thomas Leeming & Co.	2,000,000
13.	Bristol-Myers	1,900,000
14.	Texas Co.	1,800,000
15.	Chesebrough-Pond's	1,700,000
16.	B.C. Remedy	1,600,000
17.	Fels & Co.	1,600,000
18.	Beneficial Finance	1,578,000
19.	Eastern Air Lines	1,500,000
20.	Northwest Orient Airlines	1,500,000
21.	Shell Oil	1,500,000
22.	Plough, Inc.	1,420,000
23.	Campbell Soup	1,400,000
24.	Ralston Purina	1,352,000
25.	American Airlines	1,311,000
26.	Continental Baking	1,215,000
27.	Esso Standard Oil	1,200,000
28.	Firestone Tire & Rubber	1,100,000
29.	Miles Labs.	1,100,000
30.	Metropolitan Life Ins.	1,070,000
31.	Gillette	1,059,500
32.	Sterling Drug	1,025,000
33.	Cities Service	1,000,000
34.	Standard Brands	1,000,000
35.	Tetley Tea	975,000
36.	Schaefer Brewing	940,000
37.	Trans World Airlines	925,000
38.	Pharmaco	910,000
39.	**Borden Co.	900,000
40.	Hamm Brewing	900,000
41.	Cream of Wheat	850,000
42.	Clark Oil & Refining	820,000
43.	Corn Products Refining	800,000
44.	Liebmann Breweries	800,000
45.	Quaker Oats	800,000
46.	Union Carbide Consumer Prods.	800,000

P&G STAYS NO. 1 AT TV NETWORKS

Fourth quarter also keeps Anacin as top brand spender

Procter & Gamble Co., American Home Products Corp. and Lever Bros. were the top network TV blue-chip advertisers in the fourth quarter of 1959. Each advertiser spent well over the $5 million mark in gross time purchases.

P&G with over $11.3 million for the three months—October, November and December—invested twice as much at the one-time rate than did General Motors which ranked 4th in a list of 25 leading network company advertisers reported today (March 7) by Television Bureau of Advertising.

The figures, as compiled for TvB by Leading National Advertisers-Broadcast Advertiser Reports, cover the first three important billing months of the current network season.

The fourth quarter's No. 2 advertiser American Home Products, and No. 3 Lever came in at well over $7 million. Along with General Motors in the $5 million and over category were General Foods and Colgate-Palmolive. The 25th advertiser on the list, S.C. Johnson & Son, compiled over $2 million.

Cold Remedies Register • A third of the top 15 brand advertsers in network television in December were cold-headache remedies. The same five also showed up among the leading 25 brands for the three-month period. Anacin and Dristan paced the five, Anacin leading both in December and in the fourth quarter, Dristan well-entrenched as No. 2 brand in the top 25 and in third place in December.

The other three free-spending remedies were Bayer Aspirin, Alka-Seltzer and Bufferin.

Brown & Williamson's Life cigarettes —even in December still a relatively newcomer to the cigarette brands— ranked second that month among the leaders. The B&W firm itself placed eight in the top 15 company listing for December.

R.J. Reynolds Tobacco Co. had two of its brands—Winston and Salem—well-established on December's top 15. The firm ranked No. 7 in the December advertiser list and No. 8 in the fourth quarter's 25.

Spending supremacy in the automobile field not unexpectedly was held by two companies—General Motors and Ford Motor Co., both of them placing in all lists either as the corporate entity or for its passenger cars (Chevrolet and Ford).

4th Quarter: Company Spending

1.	Procter & Gamble	$11,317,641
2.	American Home Prods.	7,941,944
3.	Lever Brothers	7,579,782
4.	General Motors	5,693,112
5.	General Foods	5,416,705
6.	Colgate-Palmolive	5,066,507
7.	Gillette Co.	4,006,008
8.	Reynolds Tobacco	3,953,156
9.	Ford Motor	3,535,120
10.	Sterling Drug	3,515,948
11.	General Mills	3,439,537
12.	Philip Morris	3,160,539
13.	Chrysler Corp.	3,002,280
14.	Texaco	2,846,956
15.	Pharmaceuticals	2,839,409
16.	Kellogg Co.	2,718,208
17.	Bristol-Myers	2,691,796
18.	Liggett & Myers	2,681,149
19.	Brown & Williamson	2,619,749
20.	National Biscuit	2,584,571
21.	P. Lorillard	2,242,072
22.	Miles Laboratories	2,117,706
23.	Natl. Dairy Prods. Corp.	2,087,826
24.	Warner-Lambert	2,078,542
25.	S.C. Johnson & Son	2,014,690

4th Quarter: Brand Spending

1.	Anacin	$2,745,996
2.	Dristan	2,398,934
3.	Winston	1,880,345
4.	Ford	1,697,611
5.	Gillette	1,464,303
6.	Tide	1,405,621
7.	Chevrolet	1,396,724
8.	Kent	1,362,967
9.	Life	1,348,222
10.	Colgate	1,334,459
11.	Bufferin	1,284,368
12.	Bayer Aspirin	1,282,323
13.	Plymouth	1,256,666
14.	L&M Filter Tips	1,252,750
15.	Gleem	1,216,750
16.	Phillies	1,185,410
17.	Salem	1,170,444
18.	Alka-Seltzer	1,135,521
19.	Dart (cars)	1,044,522
20.	Geritol	997,477
21.	Phillips Milk of Mag.	973,933
22.	Polaroid	971,032
23.	Lux Liquid Det.	951,810
24.	Parliament	944,063
25.	Oldsmobile	939,705

December: Company Spending

1.	Procter & Gamble	$3,833,739
2.	American Home Prods.	2,797,402
3.	Lever Brothers	2,528,820
4.	General Motors	1,815,115
5.	General Foods	1,777,542
6.	Colgate-Palmolive	1,633,023
7.	Reynolds Tobacco	1,351,904
8.	Brown & Williamson	1,261,598
9.	Gillette	1,232,525

Rank	Company	RAB-estimated spot radio expenditures, 1959
47.	Studebaker-Packard	750,000
48.	J. A. Folger	735,000
49.	Falstaff Brewing	730,000
50.	Shulton	720,000
51.	Time, Inc.	720,000
52.	Stanback	715,000
53.	P. Ballantine	710,000
54.	Philip Morris	710,000
55.	General Foods	705,000
56.	Greyhound	700,000
57.	Pabst Brewing	675,000
58.	Florists' Telegraph Delivery	665,000
59.	General Cigar	660,000
60.	Interstate Bakeries	660,000
61.	Chattanooga Medicine	650,000
62.	Langendorf Bakeries	650,000
63.	W. F. McLaughlin	650,000
64.	Sun Oil	625,000
65.	American Home Prods. Co.	616,000
66.	Standard Oil (Indiana)	610,000
67.	Phillips Petroleum	605,000
68.	Household Finance Corp.	600,000
69.	General Mills	594,000
70.	Mennen	590,000
71.	Nestle	590,000
72.	International Harvester	583,000
73.	Foster-Milburn	580,000
74.	Skelly Oil	564,000
75.	John Morrell	560,000
76.	National Airlines	550,000
77.	Piel Bros.	550,000
78.	Seaboard Finance	550,000
79.	Massey-Ferguson	535,000
80.	American Bakeries	515,000
81.	Hills Bros. Coffee	510,000

Radio set tally

Radio Advertising Bureau places the total number of radio sets in working order in this country at a record high of 156,394,000. RAB estimates as of Jan. 1, released last week, put the 1959 set sale figure at 18,167,000, said to be 59.4% higher than in 1949. RAB's breakdown of radio sets is as follows: home sets (all types), 106,007,000; auto radios, 40,387,000 and sets in public places, 10 million.

Rank	Company	RAB-estimated spot radio expenditures, 1959
82.	Wm. Wrigley Jr.	500,000
83.	Burgermeister Brewing	495,000
84.	United Biscuit	495,000
85.	Tea Council	484,000
86.	Lucky Lager Brewing	475,000
87.	Duquesne Brewing	455,000
88.	Canada Dry	450,353
89.	General Baking	450,000
90.	Bon Ami	450,000
91.	American Motors	435,000
92.	Paxton & Gallagher	420,000
93.	S.S.S.	415,988
94.	Duffy-Mott	415,000
95.	Gulf Oil	415,000
96.	Pharma-Craft	415,000
97.	United Air Lines	415,000
98.	K.L.M. Airlines	410,000
99.	National Brewing	410,000
100.	Associated Sepian Prods.	407,500

NOTE: The 100 figures given here are totals for each company, including all of its brands and divisions. The figures are for the calendar year 1959 as estimated by RAB on the basis of its survey during the period, with validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures rather than overly high "gross" figures. (The above listing is based on a sample of sources representing approximately 50 percent of the nation's spot dollar volume. Even with this large a sample, however, it is possible that a few advertisers were missed, particularly among accounts whose distribution is not national.)

* Ford Motor Co. expenditure includes spot radio money spent by Ford's dealer organizations. Figures shown for other auto manufacturers reflect only "factory" expenditures—*exclude* dealer organization expenditures.

** Borden expenditure represents spot radio money for *food products* only—does not include spot radio expenditures for dairy and ice cream products.

10. General Mills	1,200,513
11. Sterling Drug	1,179,276
12. Ford Motor	1,155,203
13. Philip Morris	1,046,764
14. Texaco	1,025,112
15. Bristol-Myers	907,289

LNA-BAR: Gross Time Costs Only

December: Brand Spending

1. Anacin	$951,907
2. Life	927,956
3. Dristan	880,811
4. Winston	634,858
5. Ford	615,186
6. Kent	517,940
7. Salem	506,330
8. Colgate Dental Cream	496,758
9. Tide	495,917
10. Bayer Aspirin	481,679
11. Gillette	461,767
12. Polaroid	456,096
13. Alka-Seltzer	447,007
14. Bufferin	429,699
15. Chevrolet	397,413

LNA-BAR: Gross Time Costs Only

• Business briefly

Time sales

Juice spots • Radio spots in eight Western markets—San Diego, Los Angeles, Fresno and San Francisco, all California; Denver, Colo.; Phoenix, Ariz.; Houston, Tex.; Salt Lake City, Utah—are scheduled for a new campaign for Knott's Berry Farm Fresh Frozen Boysenberry Juice, which got underway last week. California Frozen Juice Co., producer of the boysenberry juice, is also using newspapers and regional editions of *Look* magazine in the campaign, which has a six-figure budget. Cole Fisher Rogow, Beverly Hills, Calif., is the agency.

Wine buys time • King's wine, Philadelphia, has purchased a nine-week tv spot campaign in Pennsylvania and New Jersey beginning today (March 7), according to its agency, Wermen & Schorr, that city. The company is using 20-second prime time spots on one or two stations in each market. Each station will get 12 to 15 spots per week to be scheduled between 7 and 11 p.m., Monday through Friday.

Tv punch • Sunkist Growers, L.A., is planning concentrated use of radio and tv spots in New York, Chicago, Los Angeles and other major markets in a four-month warm weather campaign for the company's new frozen fruit punches. The broadcast media will account for some $300,000 of an overall marketing budget of $1,759,000 allotted for 1960, when these new products will be put on sale nationally for the first time, following two years of testing. Part of the total budget will be spent for advertising, part for sales promotion and the balance for an expanded sales force and marketing services. In addition to radio and television, newspapers and *Life* will be used. Foote, Cone & Belding, L.A., is the agency.

Milady's first • Milady Food Products Inc. (frozen blintzes), Brooklyn, will make initial tv exposure today (March 7) with 17-week spot schedule in New York market. Expansion into other markets is expected to follow later. Agency: Smith/Greenland Co., N.Y.

Radio emphasis • Frito Co., Dallas (Fritos) placed with NBC Radio its largest network time order, amounting to $325,000 in net revenue for NBC. Campaign extending from March 6 through Dec. 31 centers on *News of the World*, *Emphasis* and *Monitor*. Agency: Dancer-FitzGerald-Sample Inc., Chicago.

CBS-TV's 'Angel' • General Foods, through Benton & Bowles, reportedly has signed as advertiser for *Angel*, new tv fall series which CBS-TV has purchased from CBS Films (first network sale in film producer's "Upbeat" plan). It's believed show is being considered for prime time slot Monday or Thursday evenings. Buy follows GF's pur-

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 25-March 2 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Feb. 25	Untouchables (9:30 p.m.)	ABC-TV	35.4
Fri., Feb. 26	77 Sunset Strip (9 p.m.)	ABC-TV	28.7
Sat., Feb. 27	Gunsmoke (10 p.m.)	CBS-TV	29.5
Sun., Feb. 28	Rebel (9 p.m.)	ABC-TV	26.9
Mon., Feb. 29	Bing Crosby (8:30 p.m.)	ABC-TV	31.6
Tue., March 1	Red Skelton (9:30 p.m.)	CBS-TV	29.7
Wed., March 2	Wagon Train (7:30 p.m.)	NBC-TV	28.3

Copyright 1960 American Research Bureau

chase, also through B&B of *The Andy Griffith Show*.

Keds for kids • U. S. Rubber Co.'s footwear division (Keds), N.Y., through Fletcher Richards, Calkins & Holden, N.Y., begins extensive spot tv schedule in 160 markets. Mostly children's programs will be used as vehicles for Keds advertising.

Mattress spots • Salisbury Mattress Co., Minneapolis, buys time for series of 10- and 20-second animated spots on stations in 16 markets for Spring and Fall campaigns only. Four films are being made available by Long Adv. Inc., Salisbury agency, for individual dealer sponsorship. Film producer: Christensen-Kennedy, Omaha.

Cookie Show • Swanson Cookie Co., Battle Creek, Mich., for Archway cookies, to sponsor a new ABC Radio program. *The Archway Cookie Show With Dennis Day* Tues., Thurs., Fri., 12:15-12:20 p.m. Agency: Grant Adv., Chicago.

Four for 'Breakfast' • ABC Radio announces the following new participating advertisers for Don McNeill's *Breakfast Club*, heard Monday through Friday: Ex-Lax Inc. (Warwick & Legler); The KVP Co. (Grant Adv.); Swanson Cookie Co. (Grant Adv.) and Standard Labs Inc. (Rockmore Co.) Ex-Lax Inc. and R. T. French Co. (J. Walter Thompson) signed to sponsor the network's *Weekday News*.

'Securance' • Nationwide Insurance, Columbus, Ohio, plans a multi-million dollar advertising campaign employing all major media. The theme will be "Securance," which the company interprets as "a new program for true family security" through insurance policies. Over $1 million has been tabbed for cooperative advertising in newspapers and on radio. Nationwide's agency is Ben Sackheim Inc., N.Y.

First for Frito • The Frito Co., Dallas, for its corn and potato snack products, last week purchased first campaign on ABC Radio. Company is sponsoring 50 weekday and weekend newscasts per

Drugmaker uses television for soft-sell

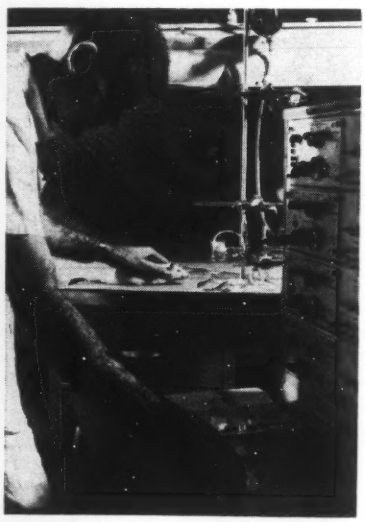
The Upjohn Co., Kalamazoo, Mich., an ethical drug company that does not sell its products directly to the public, is sponsoring a group of medical public service tv programs in local markets. The programs are designed to help dispel misconceptions about illnesses and diseases and, collaterally, to fashion a more favorable corporate image for Upjohn.

Upjohn began slowly back in October 1958, presenting three half-hour programs on heart disease over KRON-TV San Francisco. The half-hour format was continued for six telecasts over WKRC-TV Cincinnati and WWJ-TV Detroit, on various subjects in early 1959. The hour-long approach was adopted with a broadcast on *Men . . . Medicine . . . and Space* on KTTV (TV) Los Angeles last April. Subsequently an hour show on lung cancer was telecast on KOB-TV Albuquerque, N.M., and WFAA-TV Dallas. On Feb 8, a report on nervous tension was presented on WNEW-TV New York.

The televised reports are produced in cooperation with a medical society or group. Author-commentator Howard Whitman, the producer, serves as host. Specialists in various fields of medicine appear throughout the program. The intent of the telecast is to be informative and authoritative but not ponderous. Use is made of animation techniques and cartoons to dramatize new medical techniques or findings.

The 'Sell' • The commercials may be said to be "soft-soft sell." There may be a message from an Upjohn official, emphasizing the importance of cooperation between the drug and medical professions, or films of the Upjohn laboratory showing scientists at work. There is no mention of any specific products, since ethical companies, which manufacture prescription drugs, are not permitted to advertise their products to the public. (This is by industry agreement.)

Gene Fairly, consumer advertising manager for Upjohn, credits Mr. Whitman with conceiving the series and persuading the company to sponsor it. Mr. Fairly believes the programs will tend to improve rapport between the medical and pharmaceutical industries, and create a more favorable impression of the company in the minds of the general public. But he emphasizes that the project is not designed to increase company business. He says there has been no check made to study the effect of its tv venture upon sales. Though Mr. Fairly would not disclose financial data, it is estimated that each program costs approximately $20,000 for time and production, though the amount varies from city to city. This does not include a concentrated newspaper advertising campaign conducted in the city in which the program is scheduled.



Soft-soft sell • Commercials for Upjohn Co. appearing on its medical public service programs in local markets are institutional in nature, showing company scientists at work or messages pointing up cooperation between the drug and medical professions.

Mr. Whitman, who heads his own package company, Howard Whitman Productions, Westport, Conn., handles all writing and production chores, assisted by a small staff. A journalist and author on social problems, Mr. Whitman produced segments of the old NBC-TV *Home* program, including a medical series, sponsored by Upjohn. He conceived the format for the present series in late 1958 and, he reports glowingly "Upjohn accepted my proposal in about four hours."

The next one-hour program is on *Dieting and Weight Control*. It will be produced in cooperation with the Chicago Medical Society for presentation over WNBQ (TV), Chicago, on March 1 (9-10 p. m.). Mr. Whitman says two subjects are being considered for network showing later this year. A still undetermined number of local programs will be produced in 1960.

Extra mileage is obtained by making tapes and kinescopes of each episode available for showing on other tv stations with charge as public service programming. Sterling-Movies, U.S.A., New York, the distributor, estimates there will be from 200-250 showings of the series this year.

MERRY MID-DAY!

Noontime's a merry time for wives and mothers (naptime for kiddies) . . . time when thousands of Central Iowa housewives relax and raise the curtain on WHO-TV's popular Family Theatre.

Family Theatre's playbill is always full of hits from the immense WHO-TV film library*. . . offering the advertiser *(at amazingly low costs)* a large, loyal audience of Iowa's biggest spenders. NSI puts Family Theatre head-and-shoulders above competition—*No. 1 in 30 of 40 quarter hours surveyed, Monday-Friday (Noon-2 p.m.)!*

Ask your PGW Colonel for availabilities in Family Theatre — one of many "station time" success shows on WHO-TV!

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • •

NSI SURVEY
DES MOINES-AMES METROPOLITAN AREA
(November, 1959)

FAMILY THEATRE — FIRST PLACE QUARTER HOURS		
	Number Reported	Percent of Total
WHO-TV	30	75%
STATION B	10	25%
STATION C	0	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

week for 26 weeks. Campaign will run in waves of approximately six weeks, concluding on Dec. 31. Agency: Dancer-Fitzgerald-Sample, Chicago.

Agency appointments

• General Electric's Radio Receiver Dept., audio products section, appoints Young & Rubicam to handle product advertising of its line of portable and console phonographs.

• Sea Pak Corp., processor of frozen sea foods, appoints Henderson Adv., Greenville, S.C.

• Esslinger's Inc. (brewer), Phila., appoints Wermen & Schorr, that city. Company has not released final advertising plans but has indicated this year's budget will exceed $400,000.

• Amsko Distributors (Skoda automobiles) and Arabella Motors (Arabella automobiles), both New York importing-distributing firms, appoint Friend-Reiss Adv., N.Y., for all U.S. advertising.

New barter company

The formation of a new barter company, Del Wood Assoc., New York, and Hollywood has been announced by Peter Frank, president. It will provide stations with radio and tv film programming, merchandise, equipment and advertising on billboards and in bus cards in return for station time. Mr. Frank will operate from the Hollywood office at 649 North Bronson Ave., Hollywood. Telephone: Hollywood 2-6027. Associated with Mr. Frank are Charles J. Weigert, executive vice president, and Sidney J. Barbet, vice president, who will head the New York office temporarily located at 666 Fifth Ave. Telephone Plaza 7-9292. On or about May 1, the New York office will move to the new Time & Life Bldg. at 1271 Ave. of the Americas.

Medical ad agency

Ethical Pharmaceutical Agency has been formed in Chicago as an affiliate of John W. Shaw Adv., specializing in advertising services for medical manufacturers.

Principals of Shaw-Hagues, the new organization, will be David N. Hagues, president, chief executive officer and head of its plans board and Mr. Shaw, president of the parent agency, as board chairman. The affiliate will provide creative, advertising and marketing services to manufacturers of pharmaceuticals and related medical products. Its specialized staff will include medical writers and consulting physicians, with access to all facilities of Shaw's affiliate groups throughout the country.

PLUS COUNTS IN RADIO-TV ADS

Stations comply with merchandising extras

The merchandising "plus" in radio-tv advertising apparently is here to stay. Agencies are insisting on the extras and stations are following through. Merchandising can influence a deal although usually it is a side concern.

Needham, Louis & Brorby confirmed this by questioning fellow agencies, the 100 biggest in the country. Harold A. Smith, program promotion and merchandising manager of the Chicago agency, reported the survey last Tuesday (March 1) at a Radio & Television Executives Society timebuying and selling seminar in New York.

Mr. Smith, who became a vice president last week, appeared with John F. Hurlbut, promotion and public relations manager of WFBM-AM-FM-TV Indianapolis and the Muzak francise there. Their topic: "It Takes Two to Tango in Agency-Station Cooperation."

Agencies responding to the NL&B questionnaire were in all parts of the country, but concentrated almost half in New York. Of 100 asked, 41 replied, a good no-incentive return in the opinion of Gould, Gleiff & Benn, the firm retained by the agency to do the job.

The Demand • Client requests for merchandising support of their schedules are increasing, 30 agencies told Needham.

Station response is more in radio than tv, Mr. Smith concluded, when 28 agencies said radio stations "almost always respond" and 20 said the same about tv. A "never respond" line didn't get a single check, Mr. Smith reported.

On quality of merchandising support, tv and radio rated about equal. Sixteen agencies said they "usually do a good job"; 13 said "occasionally" they do; 9 said they "usually do a routine job," and one said station merchandising support is "seldom worthwhile."

In a media comparison question asking how merchandising by radio compared with that by newspapers, Mr. Smith's agency found answers about equally divided, going from "better" to "same" and "poorer." Tv didn't look so good, pulling more "same" and "poorer" replies.

Stations do deliver what they promise at the time of sales calls or presentations, two-thirds of the respondents said. "We see that it does," one agency added. Another said, "They're smart; they don't promise."

Who Gets the Business • To the vital question, does merchandising support influence timebuying decisions, 11 agencies said yes, 27 no. Mr. Smith noted the yes answers amounted to 30% of the total.

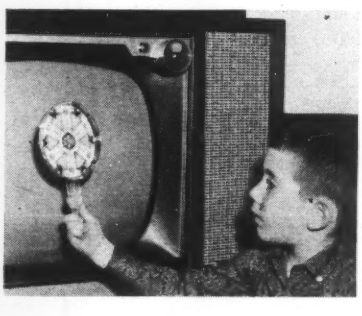
The three most valuable station services, ranked in order of preference were:

• Arranging for and/or setting up dealer displays.

• Informing wholesalers, distributors and retailers of a campaign via mailing pieces or if possible, personal calls.

• Working with the client's local sales people.

The questionnaire set up another evaluation by asking if a station's merchandising department decided upon a specific sum to support a tv program and the agency was given a choice of how to spend it, which of these would be most worthwhile: merchandising, tune-in advertising, or an equal division between the two. Answers were tied between dividing the money and putting it all into advertising-promotion with merchandising alone well behind



New form of color tv • The youngster above stares raptly at a new toy which utilizes the tv screen and is being heavily advertised through tv spots. The "TV Majic Kaleidoscope Wheel" is made by the Whirley Corp., St. Louis, which last year capitalized on its Whirley-Whirler toy through extensive use of tv advertising (BROADCASTING, April 27, 1959). Based on the old-fashioned kaleidoscope in a tube with colored glass and mirrors, the new tv toy develops colorful patterns created by the 30-cycle scanning lines which appear on all tv screens. It uses a five-inch disc which rotates at speeds up to hundreds of rpms on a spinning mechanism, with an almost infinite variety of patterns. The retail price is $1.49. It will be available to the public the middle of this month.

the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found **"no significant difference"** between the kind of people who watch WPIX-11—New York's leading **Independent** station —and New York's leading **Network** station.

The Nielsen "WPIX AUDIENCE PROFILE" study provides a **direct comparison** of audiences for the prime qualitative categories of:

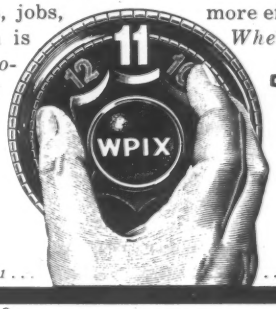
FAMILY INCOME
HOME OWNERSHIP
AUTOMOBILE OWNERSHIP
SIZE OF FAMILY
AGE OF HOUSEWIFE
OCCUPATION, HEAD OF HOUSEHOLD

from 7:00-11:00 PM, seven nights a week.
Qualitatively they are equal.

As Nielsen states: "NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"

The "content" of a rating point on WPIX-11 and the top network- station in New York is *the same!* Nielsen *proved* that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 *is programmed* like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 *"network look"* brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!



WPIX *new york*

*Special Nielsen Qualitative Study for WPIX-11 . . . . . Details upon request.

© 1960, WPIX

in the questionnaire results.

Summing up, Mr. Smith acknowledged that many stations are doing a good merchandising job, all of which "could be a clue for the stations that frown on merchandising, as well as on their competitors who offer it."

Two Hearts in Tango Time • Mr. Hurlbut, preceding his counterpart on the rostrum, made much of the same point. Commenting on a tango demonstration by a pair of professional dancers, he reminded his audience of ballroom rules, confining his comparison mainly to program promotion.

You have to want to dance. The agency wants a happy client and the station wants him to increase his schedule or renew.

Good grooming, the "image" factor on both sides, is important, Mr. Hurlbut believes, as is interest in each other.

Partners Must Adapt • Agencies, for their part, must remember that facilities differ from station to station, Mr. Hurlbut reminded his listeners. He asked, "Should the agency simply be satisfied to send out a broadside asking for the moon, or a request for courtesy announcements at the start of a program campaign, or should it do something about making those announcements and promotion suggestions more effective?" Agency-furnished kits with film trailers, transcribed announcements and slides are a help, he said. He also recommended appearances by stars and station visits by agency people. Coordination of tune-in advertising in newspapers is another point sometimes neglected.

Station visits are a good idea for agencymen. Mr. Smith agreed and station people ought to see agencies when they can.

Other tips by Mr. Hurlbut: To convince a client of the power of air tune-in promotion, give him an audience figure in terms of homes reached rather than ratecard value. Make promotion reports brief.

He defined station merchandising as "activities directed at wholesalers, jobbers, distributors, retailers and/or at the clients' sales staff."

HONESTY IN ADS
ANA issues booklet detailing legal rules

A primer on fundamentals of honest advertising was published by the Assn. of National Advertisers last week.

The ANA began distributing to its members and to agencies a new booklet, *Legal Rules of the Road to Honest Advertising*, prepared for laymen by Gilbert H. Weil, ANA general counsel. The distribution to agencies was made via the American Assn. of Advertising Agencies.

The 19-page booklet consists of interpretations of key phrases in "the basic concept" of honest advertising, which is defined as follows:

"An advertisement is honest when objective facts which bear upon the product or service advertised fulfill in all material respects the understanding regarding them that is generated in people by the advertisement when observed in the way or ways that they normally perceive it."

The booklet emphasizes that the way people "understand" an ad is more important than what it literally says; that when a word or phrase has several meanings, the advertiser may not choose to stand on the single one that suits his purpose; that the advertiser is as much responsible for implications as for direct claims; that unintended deception must be guarded against as much as willful deceit.

Artifice • ". . . Use of a blue shirt before the cameras so that the illusion of a white shirt may appear upon the receivers is not a material deception—unless it is used by a shirt advertiser to demonstrate how white his white shirts are, and results in a picture that is whiter than the shirts he sells.

"The basis for interpreting a tv commercial is its appearance (audio and video) to the observer. That an artifact has been employed in its intermediate production stages is of no greater moment than the fact that an illustration in print media may be compounded of oil or water paints, or a

Spot radio even sells water

Advertising and selling bottled drinking water is different from that of most other products. The bottled water company has to get the customer to come to it.

And the way to do this is through radio, says Robert S. Suttle, vice president in charge of sales for Arrowhead & Puritas Waters, Los Angeles. He explained his problem and the Suttle subtle cure this way:

"We have to make the housewife look us up in the Yellow Pages and then call us on the telephone. We want to hear our phone ring. That's why we use radio up and down the California coast."

With the frequent moves that families make these days, a customer for bottled water service lasts four years on the average, Mr. Suttle said. So, with 170,000 customers, Arrowhead & Puritas must get more than 40,000 new buyers each year to hold its position in the market.

With its agency, Hixson, & Jorgensen, Los Angeles, the company tried various kinds of radio copy. "One we liked very much was right to the point: 'Drink away your tooth decay.' We won awards with our commercials. But they didn't seem to be doing much of a sales job for us," Mr. Suttle reported.

Then the company decided to try a humorous approach. Dallas Williams of Spotmakers created a series for them featuring "Whitney," a delivery salesman, making a telephone report to the sales manager. Here's a "Whitney" spot for Arrowhead:

Sound: Phone ring & pickup
Boss: Arrowhead Spring Water
Whit: Boss, this is Whitney.
Boss: Oh, Whitney, this order for 6,000 bottles of water . . . one customer, Whitney?
Whit: Yeh, boss. Ya see, this lady called up for a delivery salesman to stop by, and I was telling her how Arrowhead is the only guaranteed spring water delivered everywhere in Southern California and how good genuine spring water is for ya . . . So, she ordered it!
Boss: But Whitney, 6,000 bottles? No one can drink that much!
Whit: But, Boss, you know Arrowhead Spring Water is to drink, and I know Arrowhead Spring Water is to drink, but she . . .
Boss: No buts, Whitney. We appreciate the order, but all she'll need is just 1 or 2 bottles at a time.
Whit: I can't sell her the 6,000 bottles?
Boss: I'm afraid not, Whitney.
Whit: Well, OK, Boss.
Sound: Whistle
Whit: All right, lady . . . out of the pool!

"These spots were an instant success," Mr. Suttle said. "People repeated the gags; they called the delivery salesmen 'Whitney'; they accepted the sales points in the commercials with their sugar coating of humor better than when we used to beat them over the head with hard sell."

"Whitney" has now become an important member of the Arrowhead & Puritas family, Mr. Suttle said. "He's not only a star salesman; he's a corporate personality. Our new sales training program is 'Whitney'-based. And of course he's increasingly active on radio."

Radio advertising now accounts for 20-25% of the Arrowhead & Puritas advertising budget. Saturation campaigns of 20-30 spots a week on up to four stations in a market is the general format. However, Mr. Suttle told his broadcaster audience, "quality commercials like these will mean more business for radio."

ABOVE ALL . . .

WGY DELIVERS

YOUR SALES MESSAGE MORE EFFECTIVELY

WGY will deliver your sales message more effectively in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, New York.

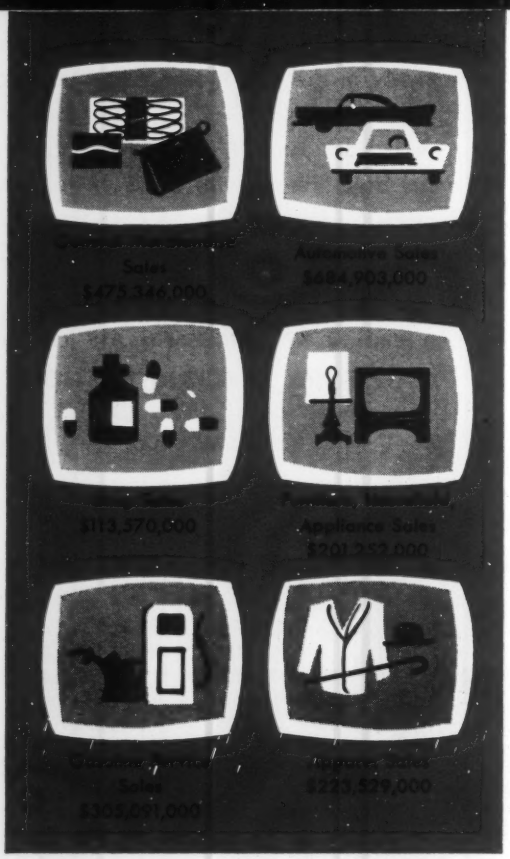
50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

WGAL-TV

Channel 8

MULTI-CITY MARKET



This one medium reaches, in fact is *first* with viewers in Lancaster, Harrisburg, York and many other communities. Its prosperous coverage area—*America's 10th TV Market*—offers unusual profit opportunities for advertisers, as shown by its coverage figures. Look for buying action when you advertise on vigorous, growing WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: **The MEEKER Company, Inc.**
New York • Chicago • Los Angeles • San Francisco

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Feb. 7.

TOTAL AUDIENCE †

Rank	No. homes (000)
1. Wagon Train	22,736
2. Fabulous Fifties	21,244
3. Gunsmoke	19,752
4. 77 Sunset Strip	17,357
5. Have Gun, Will Travel	17,312
6. Ed Sullivan Show	16,453
7. Red Skelton Show	16,317
8. Danny Thomas Show	15,142
9. Perry Mason Show	15,006
10. Hallmark Hall of Fame	14,780

Rank	% homes*
1. Wagon Train	51.0
2. Fabulous Fifties	47.8
3. Gunsmoke	44.5
4. 77 Sunset Strip	40.1
5. Have Gun, Will Travel	39.0
6. Ed Sullivan Show	37.1
7. Red Skelton Show	36.9
8. Perry Mason Show	34.7
9. Danny Thomas Show	34.1
10. Hallmark Hall of Fame	33.7

AVERAGE AUDIENCE ‡

Rank	No. homes (000)
1. Wagon Train	18,894
2. Gunsmoke	18,758
3. Have Gun, Will Travel	16,227
4. 77 Sunset Strip	15,368
5. Red Skelton Show	15,142
6. Danny Thomas Show	14,238
7. Father Knows Best	13,786
8. Price Is Right-8:30 p.m.	13,741
9. Real McCoys	13,153
10. Fabulous Fifties	13,108

Rank	% homes*
1. Wagon Train	42.4
2. Gunsmoke	42.3
3. Have Gun, Will Travel	36.6
4. 77 Sunset Strip	35.5
5. Red Skelton Show	34.3
6. Danny Thomas Show	32.1
7. Father Knows Best	31.1
8. Price Is Right-8:30 p.m.	31.1
9. Real McCoys	30.1
10. Dennis the Menace	29.6

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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PULSE

TOP 20 NETWORK PROGRAMS

Tv report for Nov. 18-Dec. 15

Once a Week	Rating
Wagon Train	36.9
Gunsmoke	31.5
Once Upon a Christmas Time (Hallmark Hall of Fame)	27.6
Ed Sullivan Show	27.4
Have Gun, Will Travel	27.4
Perry Como	27.1
Electra Playhouse	27.0
Jack Benny	26.5
Perry Mason	26.5
Maverick	26.0
77 Sunset Strip	26.0
Frank Sinatra	25.8
Danny Thomas	25.4
Loretta Young	25.2
Rifleman	24.9
Tonight With Belafonte	24.9
Alfred Hitchcock	24.7
Wizard of Oz	24.6
Gene Kelly Show	24.5
Dinah Shore	24.4
Father Knows Best	24.3

Top 10 Multi-Weekly	Ratings
CBS News	11.5
Huntley-Brinkley Report	10.5
Jack Paar	9.9
Guiding Light	9.4
American Bandstand	9.2
Search for Tomorrow	9.2
Price Is Right	8.8
Concentration	8.6
Love of Life	8.6
As the World Turns	8.5

VIDEODEX

TOP TEN NETWORK PROGRAMS

Tv report to Jan. 4-10, 1960

Rank	% homes
1. Gunsmoke	37.8
2. Wagon Train	34.7
3. Red Skelton	33.6
4. Have Gun, Will Travel	30.5
5. Danny Thomas	29.7
6. 77 Sunset Strip	29.2
7. Garry Moore	28.7
8. Wanted Dead Or Alive	28.3
9. Father Knows Best	27.8
10. The Untouchables	27.4

Rank	No. homes (000)
1. Gunsmoke	16,200
2. Wagon Train	14,800
3. Red Skelton	14,300
4. Have Gun, Will Travel	13,000
5. Danny Thomas	12,700
6. 77 Sunset Strip	12,200
7. Garry Moore	12,100
8. Wanted Dead Or Alive	12,100
9. Father Knows Best	11,800
10. The Untouchables	11,300

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Informations is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-137): Various sponsors, Mon. Fri. 4-5:30 p.m.

As The World Turns (CBS-144): Various sponsors, Mon.-Fri. 1:30-2 p.m.

Jack Benny (CBS-183): Lever (JWT), Sun. 10-10:30 p.m.

CBS News (CBS-163: Various sponsors, Mon-Fri. 7:15-7:30 p.m.

Perry Como (NBC-151): Kraft (JWT), Wed. 9-10 p.m.

Concentration (NBC-163): Various sponsors, Mon.-Fri. 11:30-noon.

Dennis the Menace (CBS-167): Kellogg (Burnett), Sun. 7:30-8 p.m.

Electra Playhouse (CBS-166): Buick (M-E), Thurs., Nov. 19, 9:30-11 p.m.

Fabulous Fifties (CBS-193): GE (Y&R), Sun., Jan. 31, 7:30-9:30 p.m.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Guiding Light (CBS-135): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Hallmark Hall of Fame (NBC-162): Hallmark (FC&B), Wed., Feb. 3, 7:30-9 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Huntley-Brinkley Report (NBC-151): Texaco (C&W), Mon.-Fri. 6:45-7 p.m.

Gene Kelly Show (NBC-163): Pontiac (MJ&A), Sat. Nov. 21, 8:30-9:30 p.m.

Love of Life (CBS-165): Various sponsors, Mon.-Fri. noon-12:30 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Maverick (ABC-144): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Garry Moore Show (CBS-160): S.C. Johnson (NLB), Pittsburgh Plate Glass (BBDO), Kellogg (Burnett), Polaroid (DDB), Tue. 10-11 p.m.

Once Upon A Christmas Time (Hallmark Hall of Fame) (NBC-162): Hallmark (FC&B), Wed., Dec. 9, 7:30-8:30 p.m.

Jack Paar (NBC-154): Participating sponsors, Mon.-Fri. 11:15-1 a.m.

Price Is Right (NBC-158): Various sponsors, Mon.-Fri. 11-11:30 a.m.

Price Is Right (NBC-158): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Real McCoys (ABC-148): P&G (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), P&G (B&B), Tues. 9-9:30 p.m.

Search For Tomorrow (CBS-131): Procter & Gamble (Compton), Mon.-Fri. 12:30-12:45 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Frank Sinatra (ABC-126): Timex (D&P), Sun., Dec. 13, 8:30-9:30 p.m.

Dinah Shore (NBC-180): Chevrolet (C-E), Sun. 9-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Tonight With Belafonte (CBS-123): Revlon (W&L), Thurs., Dec. 10, 8:30-9:30 p.m.

Untouchables (ABC-127): Liggett & Myers (M-E), Warner-Lambert (L&F), Seven-Up (JWT), Luden's (Mathes), Armour (FCB), Lewis Howe (M-E), Carnation (EWRR), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty) National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

Wanted, Dead Or Alive, (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (FCB), Sat. 8:30-9 p.m.

Wizard of Oz (CBS-159): Whitman's (Ayers), Benrus (Grey), Sun., Dec. 13, 6-8 p.m.

Loretta Young (NBC-172): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

photographer's dummy props, rather than the silk, gold or meat of the product itself. But the deception will cease to be innocent if its nature is to mislead people into a false impression as to a fact of sufficient significance that their belief in it may cause them to buy where otherwise they would not."

People • Advertisements are employed to exert their effect upon people generally; not merely upon the highly intelligent, or the well educated, or even that abstract concept of other legal areas—the average, reasonable man. They are directed as well to the ignorant, the careless, and even the stupid. In numerous instances they are beamed at children. Their effect, therefore, must be appraised according to the understanding of their actual audiences. . . . The principle is that an advertisement must live up to the understandings any substantial segments of its audience may receive from it. . ."

Guideposts • In a foreword ANA President Paul B. West said the booklet was not intended to deal with specific details but rather to help advertisers and agencies (1) prepare advertising which satisfies the fundamentals; (2) be

aware of subtleties that should be referred to legal counsel, and (3) better understand and execute legal advice. The booklet was prepared at the suggestion of both ANA members and Federal Trade Commission Chairman Earl Kintner, ANA reported.

Non-members of ANA and AAAA may buy copies at these prices: 1 to 10 copies, 50 cents per copy; 11 to 100, 45 cents each; 101 to 500, 40 cents each. ANA headquarters is at 155 East 44th St., New York 17.

Tv tells $2.5 million story for Chun King

Not until Chun King is on every U.S. family table at least once a week will Chun King Sales Inc., Duluth, Minn., decide to ease up on its long-range spot television plans. One of the nation's leading American-Oriental foods processor, Chun King has switched its advertising plans from a combination of magazines, radio and tv spots, and has earmarked $2.5 million of its present $3 million advertising and merchandising budget to spot tv only.

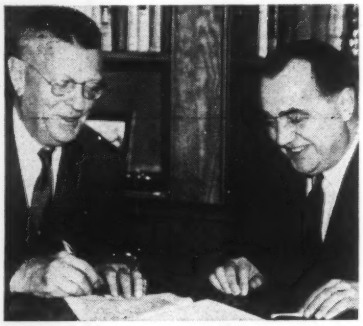
During the week of March 14-21, Chun King spots will be seen in 29 major markets. A total of 34 markets are picked for the period of April 11-May 2. The campaign's introduction actually got underway March 1 when Chun King marketing men and executives from BBDO, the advertiser's agency, began a 12-day tour of 30 cities to announce and screen the campaign. Food brokers, their salesmen and tv station executives are invited to the preview sessions, while other brokers and buying committees are visited and shown the films via portable projectors.

In the commercials, Cliff Norton, Frank Fontaine and Walter Abel are heard on the sound track as three Chun King employes in a series of zany situations.

Jeno Paulucci, Chun King president, said in the introductory film that the best way to tell the Chun King story to the housewife is with continuing local saturation television. "There will be no jumping around," he emphasized. "We're going to stay with the program straight through." Mr. Paulucci also declared the company's intention to schedule similar campaigns until "Chun King is on every family table at least once a week."

A real gasser

The Jones Mobil gas station in Hayti, Mo., purchased 10 one-minute spots on KCRV Caruthersville, Mo., advertising gas for 10 and 20 cents a gallon during a two hour Saturday special. Results: a traffic jam extending a mile in both directions and sales of over 4,500 gallons of gas. Hayti has a population of only 3,500.



BBDO goes international • This agreement between BBDO President Charles H. Brower (l) and Patrick Dolan of Dolan, Ducker, Whitcombe & Stewart Ltd. marks historic major entry of BBDO overseas for the first time in its 69-year history. As announced last week: A new foreign operation, BBDO International, will have offices in London, Geneva, Paris and Frankfurt; with the European agency founded by Mr. Dolan and which billed $1 million last year becoming the nucleus. BBDO billed an estimated $214.5 million in the U.S. and Canada. The BBDO acquisition culminates two years of negotiations. The Dolan firm has a number of prominent clients among them Unilever, Nestle Co., TWA, Chrysler International, Chesebrough-Pond's, American Cyanamid, Associated Bulb Growers of Holland, Hawker Siddeley group, Ind Coope, Scripto pens, British cod liver oils, Bata shoes and Hambros Bank.

RKO General enters tv commercial field

RKO General Inc., which is active in station ownership and operation, is expanding its business scope to cover the tv film commercial and industrial motion picture field. The company has acquired a substantial interest in Robert Lawrence Productions, New York, a leading film producer which, in 1959 grossed about $4 million in tv film commercials.

A joint announcement last week produced scant details on the financial aspects of the transaction. It could not be ascertained if RKO General had obtained a controlling interest in the company. The announcement said that "the affiliation involves no change in the management and personnel of either company."

Robert Lawrence Productions employs about 200 persons and maintains studios and offices in New York and Toronto and an animation company and office in Hollywood. The RKO General investment was described as an "expansion move," with finances accruing to Lawrence to be used to purchase equipment and facilities for film and tape production.

Waiting at phone

Herbert R. Barnet, president of Pepsi-Cola, New York, is waiting to hear from 12 advertising agencies he invited to tell all about themselves. Kenyon & Eckhardt, Pepsi's current agency, is one of those asked, but neither Mr. Barnet nor his advertising vice president, Philip Hinerfeld, would name the others. Pepsi wants information about services in all areas of advertising rather than creative presentations. The study is part of the soft drink's sales plan for the coming decade, it was reported. Pepsi last month announced its third season of four-network radio promotion. Local bottlers also use both radio and tv.

Grey predicts trends in advertising probes

Ten trends likely to emerge from present "eruption" of inquiries into advertising are listed in the March issue of *Grey Matter,* published by Grey Adv., New York. The article examines steps to be taken by government, agencies and media with a critical attitude and concludes that "more sophisticated consumer will continue to exercise *real* censorship . . . and socially-conscious, forward looking advertiser will continue to dominate the business scene long after the opportunist has departed."

Among trends cited are: new legislation will be enacted that will attempt to define borderlines between illusion, deception and false claims in advertising but will become tangled up with contradictions; rash of litigation will give new status to legal staffs of agencies and advertisers; new power of legal watchdogs will threaten unsuccessfully to dull sharp edge of advertising creativity; more determined efforts at self-censorship will be made, but they will be no more successful than those in the past; more media will adopt stringent measurements to censor advertisements they accept, but competition will take its toll of some of these high ideals.

part of the profile of a great radio station . . .

MORE WFBR LISTENERS OWN THEIR OWN HOMES!

In the WFBR audience, there are proportionately 24% more families who own their own homes than in the total sample, which includes listeners to all Baltimore stations.*

When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

* *In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.*

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company

Howard Clothes back to radio after absence

After a five-year absence, Howard Clothes Inc., New York, returns to radio with a spot campaign over 12 stations in eight eastern markets and sponsorship of sports programs in these areas, starting March 14 and ending July 17. The agency is Mogul, Williams & Saylor, New York.

Howard's re-entry into radio was said to be the result of a survey conducted by the agency's research department, which pointed up the impact of the radio jingle used five years ago. Last fall Howard used a spot tv campaign in New York but this spring and summer the company will concentrate its air effort in radio. The markets to be used on radio include New York, Buffalo, Philadelphia, Boston, Lynn, Salem, and Peabody in Massachusetts and Orlando. Fla. Up to 33 one-minute spots a week per station will be utilized.

• Also in advertising

Tv competition • First place winners in the Denver Advertising Club's tv commercial competition were J.C. Penney Co., for a spot longer than 20 seconds, and Mountain States Telephone Co., for one 20 seconds or less. The judges were advertising executives from Minneapolis and St. Paul under the auspices of WTCN-TV, those cities, sister station of KLZ-TV Denver.

Drug market

WTAR Norfolk, Va., has signed 63 pharmacists to sponsor two newscasts daily. After talking to the executive committee of the Tidewater Pharmaceutical Assn., WTAR salesmen gave a demonstration to the entire membership of the counter display cards and window decals that the station would provide to promote their sponsorship of the news. The association was convinced and has contracted for 12 five-minute shows a week for the next 52 weeks.

Judges who participated in the finals were: Marshall A. Souers Jr., manager of broadcasting media and shows for General Mills; Arthur Lund, vice president and television director for Campbell-Mithun; Hale Byers, chief timebuyer for BBDO; Russell Neff, vice president and radio and television director for Knox Reeves Adv.; and Wilton Krause, president of W.A. Krause Inc.

New name • Grubb & Petersen Advertising Inc. has changed its name to Grubb Advertising Inc. The change was made due to the resignation of Leon L. Petersen. Offices of Grubb Advertising will continue to be located at 111 N. Market St., Champaign, Ill.

International meet • The American Assn. of Advertising Agencies will hold its second International Meeting of Advertising Agencies in April 1962. The meeting will last for two business weeks, and will take place in New York City, White Sulphur Springs, W.Va., and Washington D.C.

MR. CASE

Name change • Creamer-Trowbridge Co., Providence, R.I., advertising-pr agency, has changed its name to Creamer-Trowbridge & Case with the inclusion of Harry L. Case, vp and board member as a partner. Mr. Case, a member of the agency's executive committee and plans board, also directs the radio-tv department. Previously he was sales manager of WHIM Providence.

Organization meeting

Market Associates Inc., new advertising agency network, will hold its formal organization meeting in Philadelphia March 19-20.

Agencies from 20 markets, totaling about 40 in number, will be considered for membership.

Applications for membership are still available and may be obtained by writing Leonard S. Kanzer, vice president, Marvin & Leonard Adv., 210 Lincoln St., Boston.

THE MEDIA

A CLASH, SOME WARNINGS, PRAISE

All three in evidence as CBS-TV affiliates tackle some pressing industry problems

CBS-TV affiliates joined with the network at a Feb. 29-March 1 Washington convention in a series of constructive steps designed to improve service and attract audience. They bounced back with affirmative action after absorbing a full day of chastisement at the hands of government officials.

The two-day meeting was featured by:

• A toe-to-toe verbal battle between Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and its Oversight Subcommittee, and FCC Chairman John C. Doerfer. The event marked one of the few times an FCC chairman has shouted defiance at a head of the powerful commerce committee (see story page 60).

• Plain warning by Chairman Warren G. Magnuson (D-Wash.), of the Senate Commerce Committee that radio-tv are living under a common-carrier concept and face federal reprisals if purported industry abuses aren't corrected (see story page 59).

• A tip by Chairman Earl W. Kintner, of the Federal Trade Commission, that broadcasters must further improve program and commercial practices or they will face punitive commission action (see story page 68).

All these finger-pointing lectures were on the negative side except for Chairman Doerfer's open criticism of Chairman Harris for what he considered unfair context treatment of his Feb. 25 address to state broadcast associations (BROADCASTING, Feb. 29). The FCC chairman had suggested proposed House committee legislation violated freedom of speech rights.

On the constructive side of the CBS-TV meeting, largest affiliates session ever held by the network, were:

• Disclosure that CBS has adopted a program-commercial guide designed to raise ethical levels all along the line (see story page 44).

• Expansion of major documentary and news features by CBS-TV, with prime time allocated for their presentation.

• Announcement that Edward R. Murrow will remain with CBS in an active role despite frequent reports to the contrary.

• Adoption of a recommendation that the expanded *CBS Reports* project include programs dealing with the history of tv and the current controversy "in the area of philosophy of regulations."

• A vote of high praise for the network's "outstanding first" in covering the Olympic games, citing particularly

A PART OF EVERY COMMUNITY PROJECT*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that must be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV

CHANNEL 10 • CBS-ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

CBS TELEVISION

Aubrey's debut • First appearance of James T. Aubrey Jr., CBS-TV president, before a major industry group occurred at the network affiliates' convention in Washington. CBS Inc. President Frank Stanton (left), relaxed as Mr. Aubrey presided at meetings and kept program moving. Toughest moment for Mr. Aubrey: Tense atmosphere during reply of FCC Chairman John C. Doerfer to critical remarks by Rep. Oren Harris.

Sig Mickelson, president of CBS News.

The CBS-TV business outlook for the autumn is extremely good, the representatives of 187 stations (out of 200) were told by William H. Hylan, CBS-TV sales administration vice president. He said advertisers are buying earlier than usual—in fact, before the program product is ready.

Mr. Hylan said *CBS Reports*, costly news documentary, will be expanded to 26 programs this year and a major news feature will be presented Fridays, 10:30-11 p. m. *Face the Nation* will be shifted to Mondays, 10:30-11 p. m.

In showing how public service features are being put in prime time, he cited the "huge gamble" inherent in putting together a program schedule. A single nighttime program might cost $2 million before a foot of film is shot or a second episode scripted, he said.

The summer will be featured by fewer sponsor dropouts and fewer repeat programs, he explained, with the Olympic games and presidential conventions helping spice the season.

New Programs • Oscar Katz, CBS-TV program vice president, outlined a score of new programs in the works for next season. The first objective is to put together a balanced program schedule —something for everyone, to attract the largest possible audience, he said.

Other network speakers, all of whom spoke March 1 behind closed doors, included Thomas K. Fisher, CBS-TV vice president-general attorney; Joseph H. Ream, CBS-TV program practices vice president; Herbert A. Carlborg, CBS-TV director of program practices; William B. Lodge, vice president affiliate relations and engineering; Carl S. Ward, vice president and director of affiliate relations, and Mr. Mickelson.

James T. Aubrey Jr., president of CBS-TV, and William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the CBS Television Affiliates Assn., presided at meetings. Mr. Aubrey was making his first appearance as president at an affiliates meeting.

"It's hard to think of any sin in the book that hasn't been attributed to us," Mr. Aubrey said in his opening remarks. He recalled the network had acted quickly when quiz rigging was discovered. "We took serious criticism seriously," he said, "but didn't press the panic button. CBS made a thorough, objective appraisal and decided the situation warranted housecleaning measures."

In welcoming delegates, Mr. Quarton reminded that tv is a young industry compared to steel, railroads and others. "When we editorialize in tv we will become first-class citizens. We welcome program ideas but not ideas on how

Affiliate directorate • Members of CBS-TV Affiliates Assn. Board met during network's Feb. 29-March 1 convention in Washington to discuss issues involving network policies and what affiliates think of them. Left to right: Howard Lane, KOIN-TV Portland, Ore., chairman of board; Tom Chauncey, KOOL-TV Phoenix, Ariz.; George Whitney, KFMB-TV San Diego, Calif.; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of affiliates association; Richard Borel, WBNS-TV Columbus, Ohio; T.B. Lanford, WJTV (TV) Jackson, Miss.; J.C. Kellam, KTBC-TV Austin, Tex.; Joe Bauer, WINK-TV Fort Myers, Fla.; Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla.; Art Mosby, KMSO-TV Missoula, Mont.

WFAA

TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

The restoration of an old master . . . Just imagine the quality touch, meticulous care and infinite patience required. These are the same basic ingredients which comprise and the quality touch atmosphere surrounding today's better television and radio station operations.

Represented by

Edward Petry & Co., Inc

The Original Station Representative

programming should be regulated for us. We must keep program censorship out of broadcasting."

The affiliates adopted a resolution commending Dr. Frank Stanton, CBS Inc. president, for his "stalwart and courageous leadership" and assured him full affiliate support. Another resolution lauded Howard Lane, KOIN-TV Portland, Ore., for his service as board chairman of the CBS-TV Affiliates Assn. CBS-TV was praised by affiliates for its "ready acceptance and implementation" of Chairman Doerfer's suggestion that all networks provide special public service programming in prime evening time.

Entertainment features at the meeting included an appearance of George Gobel at the Feb. 29 dinner and a "candid camera" film showing public confusion over broadcast regulatory problems.

AMST mulls drop ins

Policy position on the FCC's proposal to drop in vhf channels at below present mileage separation minimums was discussed by the board of directors of the Assn. of Maximum Service Telecasters meeting in Washington last week. The board also heard a report from its technical committee.

Comments on the FCC's proposed rule-making are due April 19. AMST's position must be ratified by its membership. The membership meeting is scheduled for April 3 in the Conrad Hilton Hotel, Chicago.

Elected to membership were six stations, bringing total membership to 134. New members are: WWL-TV New Orleans, La.; WJTV (TV) Jackson, Miss.; KONO-TV San Antonio, Tex.; WSIX-TV Nashville, Tenn.; WNHC-TV New Haven, Conn., and WICU-TV Erie, Pa.

Jack Harris, KPRC-TV Houston, Tex., and president of AMST, presided at the board meeting. Henry E. Rhea, WFIL-TV Philadelphia, Pa., presided at the technical committee meeting which preceded the board's sessions.

We'll be back

The Edward R. Murrow-Fred Friendly team will be back at CBS, Mr. Friendly indicated Feb. 29 at the CBS-TV affiliates meeting. The crack team is committed to return to the network, he said.

"Murrow and I are proud to work for Sig Mickelson, Frank Stanton and William S. Paley," Mr. Friendly told the affiliates at the opening day luncheon. "We intend to go on doing it for a long time to come."

CODE STRUCTURES BOLSTERED

CBS-TV adopts program-commercial guide; NAB expanding code, opening N. Y. office

Two measures adding muscle to the industry's self-regulatory structure were taken last week as Washington officials poured criticism on broadcasting program and commercial standards (see CBS-TV affiliates story page 40).

First, CBS-TV completed work on an ethical guide for network advertising. The guide will be sent to advertising agencies within the next few days, according to network sources.

Second, the NAB Tv Code Review Board at a March 3 meeting in New York adopted a series of steps greatly expanding the scope of its activity. The code group will submit its recommendations to a meeting of the top NAB Tv Board of Directors, which meets March 9 in Washington.

The new CBS-TV guide offers new standards for tv commercials, seeking improvement of copy and placement of advertisements all along the line. The standards are expressed in rather general terms, with emphasis on higher ethics and less annoyance of viewers, it is understood.

One portion of the guide is described as applicable particularly to newscasts, the network taking the position that news programs require special care in commercial treatment. Minimum identity of newscasters with commercial programs of their programs is advocated.

Donald H. McGannon, Westinghouse Stations, chairman of the NAB Tv Code Review Board, said after the March 3 meeting that expansion plans had been discussed but he would not reveal details. A report was submitted by the Personal Products Subcommittee, headed by E.K. Hartenbower, KCMO-TV Kansas City. The subcommittee met March 2 in Washington. It has been reviewing a revised set of commercials for Bristol-Myers' Ban. The commercials, based on Greek statues, are being revised following criticism of their copy, voicing and photography. The subcommittee has reviewed a large number of commercials.

NAB's code expansion program includes expansion of Washington and Hollywood staff activity and opening of a New York office, it was understood.

Conference called on code seal plan

Two-score tv broadcasters who have who have expressed interest in the proposal to set up a seal-preview structure within the NAB Tv Code will meet March 11 at the Drake Hotel, Chicago, to discuss the plan. The seal-preview idea was first advocated by Roger W. Clipp, Triangle Stations, former chairman of the NAB Tv Code Review Board (BROADCASTING, Nov. 30, 1959, et seq).

Seven broadcasters, including Mr. Clipp, signed a telegram sent to the interested telecasters. They were Haydn Evans, WBAY-TV Green Bay, Wis.; Joe Drilling, KJEO Fresno, Calif.; James C. Leake, KTUL-TV Tulsa, Okla.; Harold See, KRON-TV San Francisco; George B. Storer Jr., Storer Broadcasting Co., and Ward L. Quaal, WGN-TV Chicago.

"We urge that you make every effort to attend a small informal meeting of interested industry people for the purpose of exploring the feasibility and practicability of establishing a code seal preview and advisory service for tv commercials," the wire read. "We solicit your thoughts and comments on such a service prior to reaching any firm conclusion or any effort to bring such a movement to fruition."

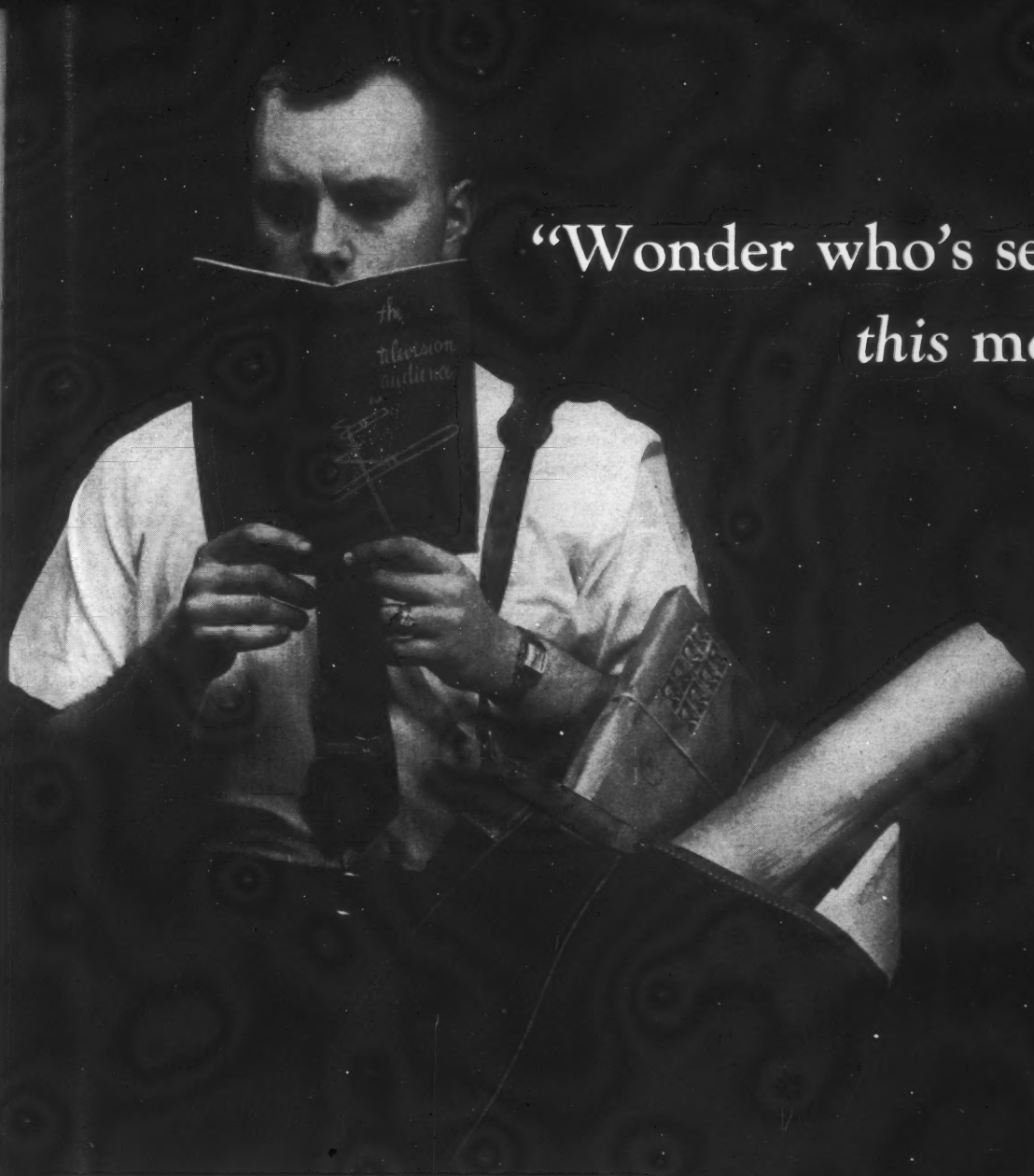
A seal-preview resolution was submitted by Mr. Clipp to the CBS-TV affiliates meeting, held Feb. 29-March 1 in Washington. After hearing views of Donald H. McGannon, Westinghouse Stations, chairman of the NAB Tv Code Review Board, and NAB President Harold E. Fellows, the CBS-TV Resolutions Committee failed to approve the resolution. Richard A. Borel, WBNS-TV Columbus, Ohio, a former NAB tv code member, was chairman of the resolutions group. He told the CBS-TV affiliates March 1 that Mr. Clipp had withdrawn his resolution.

The Clipp resolution would have committed affiliates to approval of expanded NAB tv code services to include previewing procedure for tv commercials, the previewing to be available to stations, advertisers and their agencies on a purely voluntary basis.

Counsel Seymour to NAB convention

A nationally known attorney, Whitney North Seymour, who defended broadcasters' freedom of speech rights under the First Amendment, will address the NAB convention luncheon April 6, final day of the annual Chicago meeting.

Mr. Seymour, president-elect of the American Bar Assn., stated the industry's case before the FCC's recent regulatory hearings. Testifying Jan. 26 as special NAB constitutional counsel, he contended the FCC must stay out of



In Delaware Valley WFIL-TV makes a habit of being FIRST—FIRST 24 months out of 27.* With 20 of the top 25 shows (January ARB), WFIL-TV pulls 55,200 more homes per average quarter hour than second station. Put Delaware Valley's number ONE station to work for you today!

*ARB, Philadelphia, Nov. 1957-Jan. 1960

A TRIANGLE STATION

WFIL-TV

PHILADELPHIA, PENNSYLVANIA

ABC-TV **CHANNEL 6** BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N.Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

programming unless a licensee shows bad faith gravely reflecting on his character (BROADCASTING, Feb. 1). He is a member of the New York law firm of Simpson, Thacher & Bartlett and heads ABA's bar-media committee investigating the right of broadcast media to cover court trials.

Previously announced speakers at NAB convention luncheons are FCC Chairman John C. Doerfer and Secretary of State Christian Herter.

At the April 6 luncheon the NAB Engineering Award will be presented to FCC Comr. T.A.M. Craven. NAB's 1960 Distinguished Service Award will be presented April 4 to Clair R. McCollough, Steinman Stations.

NAFBRAT appeals

The National Assn. for Better Radio & Television, a non-profit corporation based in Los Angeles, has sent its members a plea for funds to continue operations. According to its president, Mrs. Clara S. Logan, NAFBRAT has made many such appeals in the last 10 years but the total donations have been under $500. She claims that representatives of large companies tell them they "give only to those projects which offend no one" and that businessmen or foundation boards say they question the wisdom of supporting what they consider a controversial project. She stated that although NAFBRAT gets free office space and has no paid help except for mailing bulletins, the organization has a deficit of over $2,000.

Tv editorial board set

Armed with "rules and guideposts" from parent CBS, WBBM-TV Chicago has set up a five-man management level board to select and supervise televised editorials.

Creation of the board was announced by Clark B. George, CBS vice president. He reported the CBS-owned outlet will air editorials "reflecting station management opinion."

Serving on the editorial board, besides Mr. George, will be Edward Kenefick, general sales manager and former FBI investigator; Charles Hinds, program director; William Garry, news and public affairs director, and Virgil Mitchell, sales promotion and information services director.

NAB RADIO BOARD
7 incumbents among 12 directors elected

Twelve members of the NAB Radio Board of Directors were elected last week to serve two-year terms. They will represent even-numbered NAB districts and at-large classifications.

Present terms in these groups expire with the NAB convention in Chicago April 3-6. At-large directors represent large, medium, small and fm stations.

Everett E. Revercomb, NAB secretary-treasurer, announced winners as follows:

District 2—Simon Goldman, WJTN Jamestown, N.Y., (incumbent) winner over Michael R. Hanna, WHCU Ithaca, N.Y.

District 4—Jack Younts, WEEB Southern Pines, N. C. (incumbent) over William T. Stubblefield, WAGE Leesburg, Va.

District 6—F. C. Sowell, WLAC Nashville (incumbent and chairman of Radio Board) over Carter M. Parham,

Peace parley • Closer cooperation between broadcasters and legislators was advocated by Gov. Nelson A. Rockefeller (c) of New York and Louis A. Hausman (r) director of the Television Office of Information, in talks before the annual legislative dinner of the New York State Assn. of Broadcasters March 2.

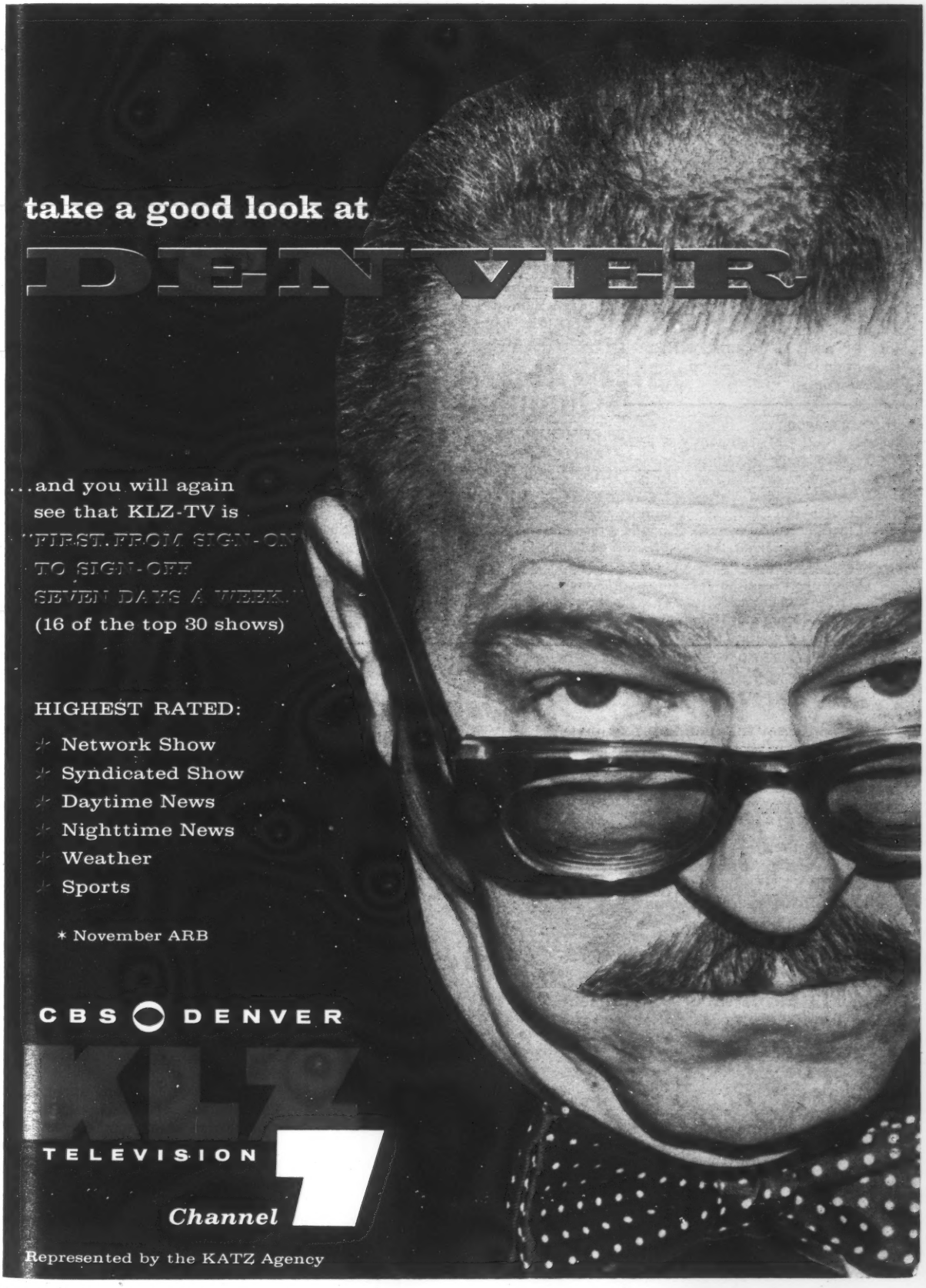
Gov. Rockefeller said that some aspects of broadcasting, including educational and public services, "are too easily ignored in the wake of sensational charges against some practices." Meetings of broadcasters and legislators "inevitably will reflect dividends to the American audience," he said.

Mr. Hausman told the assembly of 200 broadcasters and legislators that neither group could afford to engage in activities that would diminish the public's respect for the work of the other. He told legislators that criticism of broadcasting, rooted in "awareness of fact," is justifiable. In turn, he warned broadcasters that enhancing the "stereotype of the irresponsible legislator . . . is easier to draw than to justify." He urged both legislators and broadcasters to "face the common problem of serving the majority and still not disregard the legitimate needs of the minorities in the community."

Improved liaison between the broadcasting industry and the State Civil Defense Commission in New York was foreseen as the result of a series of appointments of broadcasters to the commission's staff. They were announced at the dinner by Lt. Gen. C.R. Huebner, state civil defense director.

Robert Leder (1), vice president and general manager, WOR New York, was named a deputy director for emergency communications in the State Civil Defense Commission. Appointed assistant deputy directors were: Harry Trenner, WBNY Buffalo; Clinton Churchill Jr., WKBW Buffalo; Bernard Boyle, WOR New York; Gerald Seller, WRCA New York; Robert Smith, WOR; Andrew Jerema, WKOP Binghamton; Ellis Erdman, Northeast Radio Network, Ithaca; Jerry Cushing, Northeast Radio Network. The broadcasters, who will serve without compensation, will coordinate civil defense procedure and broadcast operations involved in emergency communications and Conelrad programming.

George R. Dunham, WNBF Binghamton, was elected president of the New York State Assn. of Broadcasters, succeeding Mr. Leder. Other newly-chosen officers are Paul Adanti, WHEN-AM-TV Syracuse, 1st vice president; Gunnar Wiig, WROC Rochester, 2d vice president; Elliott Stewart, WIBX Utica, secretary, and Harry Trenner, WNBY Buffalo, treasurer. New directors are: Michael Cuneen, WDLA Walton; Michael Hanna, WHCU Ithaca; Louis Saiff, WWNY Watertown, and Simon Goldman, WJTN Jamestown.


take a good look at
DENVER
...and you will again
see that KLZ-TV is
"FIRST FROM SIGN-ON
TO SIGN-OFF
SEVEN DAYS A WEEK."
(16 of the top 30 shows)
HIGHEST RATED:
* Network Show
* Syndicated Show
* Daytime News
* Nighttime News
* Weather
* Sports
* November ARB
CBS DENVER
KLZ
TELEVISION
Channel 7
Represented by the KATZ Agency

Banking on fm

Seven Austin, Tex., banks have chosen KHFI (FM), that city, to translate the art of banking to listeners. The first bank to start signed with that station in 1957, increased its half-hour weekly program to a full 60 minutes over two years ago. The seventh institution aboard bought a five-day schedule of spots in January. One of the banks sponsors a three-hour program on Sunday mornings, now entering its 17th month. Another supports three half-hours per week. This contract is now in its 19th month and has been renewed for the next 12 months. KHFI is represented by Western Fm Broadcasting.

WDEF Chattanooga.

District 8—J. M. Higgins, WTHI Terre Haute, Ind. (incumbent) over John F. Wismer, WHLS Port Huron, Mich.

District 10—Richard W. Chapin, KFOR Lincoln, Neb., over G. Pearson Ward, KTTS Springfield, Mo.

District 12—Allan Page, KGWA Enid, Okla., over Matthew H. Bonebrake, KOCY Oklahoma City.

District 14—George C. Hatch, KALL Salt Lake City (incumbent) over Jay W. Wright, KSL Salt Lake City.

District 16—Robert J. McAndrews, KBIG Avalon, Calif. (incumbent) over William J. Beaton, KWKW Pasadena, Calif.

Large Stations—John F. Patt, WJR Detroit, over Paul W. Morency, WTIC Hartford, Conn.

Medium Stations—Alvis H. Temple, WKCT Bowling Green, Ky., over Grover C. Cobb, KVGB Great Bend, Kan.

Small Stations—Robert T. Mason, WMRN Marion, Ohio, over J. R. Livesay, WLBH Mattoon, Ill. (incumbent).

Fm Stations—Merrill Lindsay, WSOY-FM Decatur, Ill. (incumbent) over Ben Strouse, WWDC-FM Washington.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• KITE San Antonio, Tex.: Sold by Connie B. Gay to Townsend U. S. & International Growth Fund Inc., Short Hills, N.J., for aggregate $800,000—$500,000 in cash and stock in Great American Industries Co., plus assumption of $300,000 in obligations. Townsend firm already controls WKDA Nashville, Tenn., and KNOK Fort Worth, Tex. Singer Pat Boone has an interest in both these stations. Only two weeks ago Mr. Gay announced the sale of his WYFE New Orleans to William F. Johns interests for $300,000 (CHANGING HANDS, Feb. 22). KITE operates on 930 kc with 5 kw day and 1 kw night. Sale was negotiated by Wasdon & Co. Mr. Gay said that he intended to continue operation of his remaining stations: WQMR Silver Spring, Md.; WGAY (FM) Washington, D.C.; WTCR Ashland, Ky., and WFTC Kinston, N.C.

• WRDW Augusta, Ga.: Sold by Southeastern Newspapers Inc. to local group headed by Roy V. Harris, attorney, for $225,000 cash. Mr. Harris will own 50%; George C. Nicholson, general manager and treasurer of WAUG Augusta will be another stockholder. Mr. Nicholson is disposing of his minority interest in WAUG. Transaction is sequel to $1.5 million sale of WRDW-TV by same owners to Friendly Group of stations (CHANGING HANDS, Feb. 8). WRDW is 5 kw on 1480 kc and affiliated with CBS.

• KFLD Litchfield, Minn.: Sold by Frank W. Endersbe to C.W. Doebler and Walter Dennis for estimated $85,000. Mr. Doebler is former WBBM-TV Chicago employe; Mr. Dennis is assistant manager of WBBM-FM same city. Paul H. Chapman Co. handled transaction. KLFD is 500 w, daytimer, on 1410 kc.

Tele-Broadcasters' profits up in '59

Group station owner Tele-Broadcasters Inc. has reported an overall net profit after taxes of $139,730.22 for calendar year 1959, compared to a loss of $31,128.18 in 1958.

This was made on gross broadcasting revenues of $1.05 million for 1959 compared with $881,600 for 1958, Tele-Broadcasters annual statement indicated.

H. Scott Killgore, president of the four-station company, also reported a net gain of $86,372.23 in the 1959 sale of WPOW New York. The company now owns WPOP Hartford, Conn.; KUDL Kansas City, Mo.; KALI Pasadena and KOFY San Mateo-San Francisco, both California.

Company's total assets were listed at $979,594.10, of which $206,108.26 were current assets; total current liabilities totaled $298,039.62; long term liabilities, $394,648.81 and total surplus $264,184.67.

A small investment in Hong Kong Commercial Broadcasting Co. Ltd. was also reported.

Annual meeting is scheduled to be held May 2.

NORTHEAST — **$450,000.00**

Low frequency independent in a prosperous top fifty market. Has real potential. $50,000.00 cash will handle.

FLORIDA — **$300,000.00**

Powerful daytimer, profitable. In Florida's fastest growing market. Fulltime possibility. Good real estate. $75,000.00 down and easy terms.

SO. CALIFORNIA FM — **$150,000.00**

Liberal long term lease located in major market. All new equipment. Top power. Multiplex authorization.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

HOW IS IT POSSIBLE FOR ONE STATION TO EARN 79% OF LOCAL BUSINESS?

It's true in Des Moines, Iowa, where KRNT-TV has had over 79% of the local business in this major 3-station market for 3 years!

There is nothing so satisfying as doing business with people who know what they're doing and where they're going. Leading local and national advertisers have known for years that the "know-how, go-now" stations in Des Moines are KRNT Radio and KRNT-TV.

They have confidence in the ability of our people to make their radio and television investments profitable. It seems clear that for these astute advertisers, there is nothing so satisfying as radio and television fare presented by good, honest, experienced air personalities who know what they're doing.

From surveys made several times a year for the last several years, it seems evident that the people of Central Iowa like to listen to and view our stations.

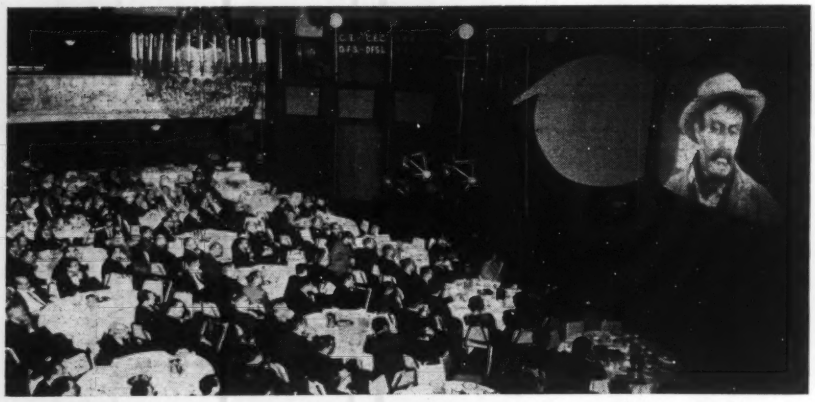
Latest F.C.C. figures show KRNT-TV handled over 80% of ALL the local television advertising placed in this three-station market. The year before, over 79% . . . and the year before that, over 80%. Our local RADIO business in a six-station market has always exceeded that of our nearest competitors by a country mile.

We know for a fact that these figures are merely a reflection of our public acceptance . . . our long-standing excellence in public service . . . reliability that is vital in all selling! We believe this to be true: the ones that serve are the ones that sell in Des Moines.

People believe in and depend upon these stations. Check the ratings, check The Katz Agency, check the cash registers.

KRNT
RADIO and TV

COWLES STATIONS REPRESENTED BY THE KATZ AGENCY, INC.



ABC-TV flexes muscles • ABC-TV's double-barrelled annual presentation (New York, Feb. 24; Chicago, Feb. 29) packed in advertisers, agency personnel and newsmen in both presentation cities. Titled "The Chemistry of Successful Selling," the program revealed some ABC-TV facts and figures.

Guests were told that ABC-TV is first on three nights of the week, second on the other four; that in 87% of U.S. tv homes, ABC captures 34.9% of the audience; that costs are lower, audiences larger.

The presentation highlighted several facets of ABC-TV operation. Admen were told that the network's share of the audience in the competitive market has tripled since 1953. ABC daytime programming is currently reaching more homes than ever, and public service features are "a window on the world for millions."

Over 1,000 guests jammed the grand ballroom of Chicago's Sheraton hotel (photo left) to attend the presentation. In New York (photo right), where another 1,000 were present, Oliver Treyz (standing) president of ABC-TV, exchanges pleasantries with two vice presidents from Young & Rubicam (l to r) Everett Erlick and Charles Barry, at the Grand Ballroom of the Waldorf Astoria Hotel.

Press urged to copy radio-tv coexistence

Because of radio-tv competition, the newspaper "must turn to things it can do better than the electronic media," including investigative reporting and a greater dedication to public service, publisher John S. Knight told the Inland Daily Press Assn. a fortnight ago. The newspaper, he stated, ought to be the "conscience of the community" it serves.

Keynoting a two-day 75th anniversary meeting of 500 executives Mr. Knight also called on newspapers to stop disparaging each other. Such practices, said the president of the Knight newspapers, are "actually damaging all newspaper advertising and hurting its acceptance."

Mr. Knight pointed out that the "great television networks and leading magazines are hotly competitive, but you never hear NBC saying that CBS is a lousy outfit and can't produce results." And, he asserted, "the smart boys in television do an effective brainwashing on the advertiser with their tricked-up, plausible presentations," while newspapers until recently have lagged behind in "providing market studies and other pertinent data."

Monitor police radio

Attorney General Richard W. Ervin of Florida has stated that tv stations in that state may monitor police and state patrol radios. The law states that radio stations may monitor but makes it a misdemeanor for others to do so.

In answer to a query from J. Kenneth Ballinger, executive secretary and counsel of the Florida Assn. of Broadcasters, the attorney general indicated that it was the intent of the Florida law that the term "radio stations" also includes tv stations.

Summer audience drop blamed on tv's repeats

Program quality is helping to lower the summer tv audience, according to Dr. Sydney Roslow, director of the Pulse Inc., New York. In a 1,000-family survey he found that of 465 who vacationed sometime during July or August, 39% left someone at home and, of those away, 35% had tv available. Thus the potential is only slightly lower than the rest of the year, Pulse concludes, possibly as little as 8-10%.

Less time spent with tv last summer than in summer 1958 was reported by 53%. Of these, 27% do not like summer programs and 35% do not like repeats: 15% mentioned hot weather; 13% said they were busy with other things. Two out of three viewers surveyed are opposed to reruns; nearly four out of ten would spend more time with tv in summer if there were fewer repeat shows. Conversely, 25% would view less if it were not for reruns available.

One out of four said last summer's shows were worse than the preceding summer's, and 13% said they were better.

Communications study planned for Chicago

How much capital is invested in facilities and services of communications in Chicago and what's the gross volume of business done through these channels?

The board of Chicago Unlimited, an organization dedicated to the promotion of all allied communications arts, wants to find out. It has authorized a comprehensive survey on what is claimed to be a $200 million industry.

A special task force has been set up to poll radio-tv station, film, recording and other allied executives. After the data is compiled, the story will be told in a special film. The group will work under Jules Herbuveaux, vice president in charge of NBC Central Div. and CU president.

KHIQ (FM) on the air

KHIQ (FM) Sacramento, Calif., began broadcasting Feb. 21. The station is on a 16 hour a day schedule, from 7:00 a.m. to 11:00 p.m. Monday through Saturday. Sunday's schedule is from 9:00 a.m. to 11:00 p.m. General Manager Jim Hodges said the station will feature good music. KHIQ (FM) is on 105.1 mc and operates with 17,300 w. ERP.

It's a habit...

watching KMJ-TV in FRESNO (California)

TV viewers in Fresno see top shows in every category on KMJ-TV. For example:*

Top syndicated show	Highway Patrol
Top late-night show	Jack Paar
Top network show	Wagon Train
Top network news show . . .	Huntley-Brinkley Report
Top local news show	Shell News

*ARB - Nov. '59

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

NBC-TV'S WEST COAST TIES

They're to be tightened by new committee

Formation of a new west coast coordinating committee to tighten the ties between New York Headquarters and its growing west coast television operations was announced last week by NBC.

The committee will be headed by Thomas W. Sarnoff, newly named vice president in charge of west coast administration for NBC (see WEEK'S HEADLINERS, page 10). It will meet monthly to review west coast policies, practices and relationships to NBC headquarters, and also will devise a plan for the role of NBC west coast activities in the next five years. The meetings will be held alternately in Hollywood and New York.

In addition to Mr. Sarnoff the members are reported to be W. Fenton Coe, NBC-TV director of film production, West Coast; Richard H. Graham, NBC west coast vice president, law; Joseph L. Kubin, NBC assistant controller, West Coast; David Levy, vice president, NBC television programs and talent; George D. Matson, vice president and general manager, NBC-TV; Robert L. Stone, NBC-TV vice president, facilities operations; Richard C. Welsch, west coast director, tv production and business affairs, and John K. West, NBC west coast vice president. Also on the committee will be the NBC vice president for talent and contract administration, a post that has been vacant since James A. Stabile was named vice president in charge of standards and practices several weeks ago, and the vice president in charge of tv network programs on the West Coast, a position which has been held by Alan Livingston, who is expected to resign. Mr. Livingston will probably be replaced by Felix Jackson, producer. Of this group, Messrs. Coe, Graham, Kubin and Welsch will attend only the Hollywood meetings.

In addition, there are three ex officio members who will attend New York meetings—NBC Chairman Robert W. Sarnoff, President Robert E. Kintner and David C. Adams, senior executive vice president. Walter D. Scott, executive vice president, NBC-TV, and J. M. Clifford, executive vice president, administration, will also attend the New York meetings.

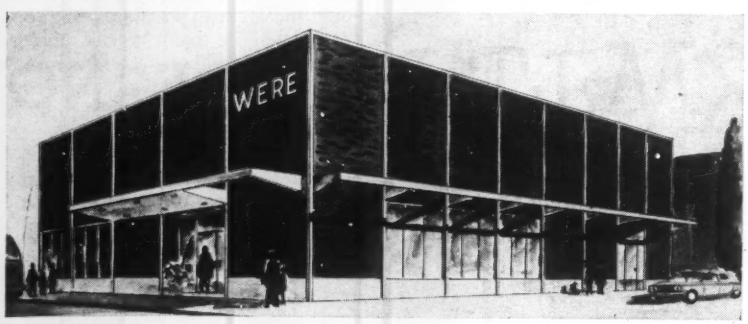
NBC reviews policies, self-policing activity

A review of its self-policing activities and new policies established in the aftermath of last fall's quiz scandals was presented by NBC to advertising agencies and clients.

The summary was contained in a letter by Chairman Robert W. Sarnoff and President Robert E. Kintner. It dealt with actions and decisions (announced earlier) relating to quiz shows; requirement of warranties on the authenticity of demonstrations in commercials and written substantiation of all claims; elimination of kickbacks and payola; spot-checking against free plugs, and safeguards against "unethical practices" in programming.

Messrs. Sarnoff and Kintner cited NBC's activities thus far as evidence that "industry self-regulation can work and is working." They acknowledged that "clearly it is not a job that can be done overnight—nor one that is ever finished." But, they said, reforms and safeguards "should not overshadow the affirmative accomplishments, vitality and potentials of a great medium." They continued:

"We are dedicated not only to a broadcasting service of integrity but one of quality and distinction; to pioneering in such technical advances as color and such program concepts as the specials; and to leading as well as meeting the whole range of America's tastes and interests with the most richly diversified schedule in television."



New facilities • WERE-AM-FM Cleveland will build a $500,000 studio and office building, with construction slated to get underway by mid-March. Occupancy is scheduled by Aug. 15, according to Ray T. Miller, president of Cleveland Broadcasting Inc., which also owns WERC Erie, Pa., and WLEC Sandusky. Among features of proposed two-story building will be separate control rooms for each of four studios and master control switching into any outgoing transmission lines of four booths. Structure will contain 10,000 square feet of space.

• Media reports

Testing • WTHS-TV Miami, Fla., etv outlet, began program tests March 1. A new transmitter and a 700-ft. tower is expected to boost the ch. 2 station's effective broadcasting radius from 10 to 110 miles. Power will be increased from 9 kw to 100 kw. The tests are being made preparatory to FCC approval. The station has expanded its quarters and now has complete independent studios and control rooms, an Ampex vtr and other modern equipment.

'60s sound • KOBY San Francisco has changed its format from "Top 40" to "better music," according to David M. Segal, president. Programming will feature light music, news every 55 minutes and regular weather reports. Mr. Segal said that "the hectic days of the '50s are gone" and that he feels the '60s will bring more relaxed, mature programming.

New Keystone affiliates • Keystone Broadcasting System last week announced the addition of 12 affiliates in nine states, bringing its station total to about 1,100. The additions: KDXE North Little Rock, Ark.; WGOR Georgetown, Ky.; WPLB Greenville, Mich.; KTTN Trenton, Mo.; KNCY Nebraska City, Neb.; WCNL Newport, N.H.; WMPM Smithfield, WTOE Spruce Pine and WKSK West Jefferson, all North Carolina; KBUK Amarillo and KRIC Beaumont, both Texas, and WLES Lawrenceville, Va.

Community effort • When a fire seriously injured three people and killed four others, WDBM Statesville, N.C., came to the aid of the two stricken families. Broadcasting regular appeals, the station raised over $11,000, with contribution of 1¢ to $100 coming from places as widespread as Atlanta and Chicago. The station was the only medium actively promoting this cause in the city, which has a population of some 20,000. The campaign started when a 10-year-old boy walked into the studios the morning after the fire with a $1 contribution for the victims. Announcer Earl Carney conferred with Clay Cline, station manager, and the

WAVE-TV Viewers Have 28.8% MORE WRECKS!

(therefore need new automobiles today, NOT tomorrow!)

From sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky. All this extra *viewing* just automatically means extra *buying!*

WAVE-TV costs less per 1,000 than any other station around here. Much less! Don't just sit there and *doubt* it. Ask us or NBC Spot Sales for the proof!

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

station immediately began the successful emergency campaign.

Deadline nears • Deadline for the U. of Kentucky-Associated Press broadcast news contest is April 15. All radio and tv stations in Kentucky are eligible to enter the contest for citation awards in fields of overall news coverage, single story coverage and special contribution to a community.

Three for MBS • Mutual reports the signing of three new affiliates—WGET Gettysburg, Pa.; KVON Napa, Calif., and WAPO Chattanooga. WGET, owned and operated by the Times and News Publishing Co. of Gettysburg, broadcasts on 1450 kc with 250 w. KVON, which operates on 1140 kc with 500 w, is owned by Jack L. Powell. WAPO, which is owned by WAPO Broadcasting Services, broadcasts on 1150 kc with 5 kw.

High school survey • Results of a survey conducted by WFBM Indianapolis, show that high school students in that city represent a $4 million annual market in personal discretionary spending. The survey also shows that the average student listens to the radio 2 hours and 17 minutes per day as compared to 2 hours and 7 minutes for television and 28 minutes with newspapers.

Exclusive • WCKT (TV) Miami has scored two consecutive news beats with exclusive sound film reports from the Dominican Republic. They are the conference between Sen. George Smathers (D-Fla.) and Dictator Rafael Trujillo, during which the latter agreed to permit free two party elections in two years, and a filmed interview with WCKT newsman Dick Lobo on the recent threatened warfare between the Dominican Republic and Cuba. The shows were presented on the *Today* and *Huntley-Brinkley* news reports.

Moscow in Dixie • WSB Atlanta recently presented a special series of tapes of the U.S.S.R. State Symphony Orchestra, bringing to reality a cultural-exchange plan that had seemingly gone awry. It began with A.C. Marshall, then a student at Georgia U., who devised and put into the works a cultural music exchange between Georgia U. and Moscow. The plan was approved by Moscow, but before any tapes were sent, Mr. Marshall had graduated. WSB came to the rescue and twice weekly presented the tapes.

Fm survey • KSFR (FM) San Francisco conducted a survey at the 1960 Stereo High Fidelity Show in that city, taking a sampling of 500 from the 20,000 people who passed through the station's exhibit. They found that fm listeners range in profession from pilots to factory workers, with largest representation being engineers, professional people and university students. Over half of all listeners preferred classical music to other programming and desired post-midnight shows. The most popular hours were 5 p.m. to midnight and 82% claimed they patronized sponsors.

Compiling 'the word' • Storer Broadcasting Co., Miami, has put together a programming manual containing many pertinent FCC and FTC regulations, trade organization codes and other legal and policy material. The manual, bound in a loose-leaf notebook and edited by John E. McCoy, Storer vice president, is available to any broadcast licensee on request. It includes NAB's program codes, laws on copyright and libel, federal acts and FCC rules and sample forms.

Newsbeatniks • Mutual announces that four newsmen at KPOL Los Angeles have been chosen as "Newsbeat Reporters of the Month" for January and will receive citations for outstanding news reporting activities by an MBS affiliate. The newsmen, cited for their coverage of the Finch-Tregoff murder trial, are: John Hart, Lou Irwin, Peter Miller and William O'Halloran.

New on CBS • WCMI Ashland-Huntington, Ky., joined CBS Radio last week. WCMI operates on 1340 kc with 250 w.

• Rep. appointments

• WDMV Pocomoke City, WTBO Cumberland, WABW Annapolis, WASA Havre De Grace, all Maryland; WCHV Charlottesville, WHBG Harrisonburg, WINC Winchester, WFVA Fredericksburg, WSIG Mt. Jackson, WAGE Leesburg, WILA Danville, all Virginia; WELD Fisher, WCLG Morgantown, both West Virginia; WVAM Altoona, WAYZ Waynesboro, WHYL Carlisle, all Pennsylvania. WAYE Baltimore for its Washington market only: Regional Representatives Co.

• WBIC Bayshore-Islip, L.I., N.Y., and WKDL Clarksdale, Miss.: Hal Walton Assoc., N.Y.

• WEZL Richmond, Va.: Bernard Howard & Co., N.Y.

• WKDA Nashville, Tenn.: Daren F. McGavren Co., N.Y.

• KNDE-AM-FM Aztec - Farmington, N.M.: B-N-B Time Sales as west coast representative.

• KWOW Pomona, Calif.: Harlan G. Oakes & Assoc., L.A.

TELEVISION IS STILL HEALTHY

That's what Schwerin Research study finds

Despite its recent status as "the favorite whipping boy," television remains "intact and healthy" in the eyes of the public, Schwerin Research Corp., New York, reports in its February bulletin. The article interprets results of a Schwerin study on "attitudes toward television," as compared with attitudes toward magazines.

During the weeks of Dec. 7-11, 1959, and Feb. 8-10, 1960, a total of 1,720 respondents (men and women who are invited to screenings of new commercials at Schwerin's Preview Theatre) were asked how they feel about the job both tv and magazines are doing. The question elicited favorable ratings for tv. Tv was rated "excellent" by 31%, and when the question turned to magazines only 18% checked "excellent," while 15% had "no opinion." Six percent were negative toward tv.

Schwerin researchers also asked their audiences for criticisms of tv today. In regard to commercials, the two-part question drew these responses: too many (60%); too long/loud/annoying (26%); interruptive (8%); false, misleading (3%); mentioned payola (1%), and mentioned specific commercials (2%).

Criticisms Galore • In criticizing programs, the respondents checked these complaints: too many westerns and crime shows (40%); too much sex, crime, violence (17%); not enough adult shows (9%); poor caliber of programs (8%); not enough programs of specific type (live drama, variety, educational, etc.) (11%) and miscellaneous (canned laughter, avoids controversy, noisy, too many films/reruns, time-consuming, immature, no guts, etc. (15%).

Schwerin reports that 10% of the people did not criticize either commercials or programs, while 46% registered dislikes in commercials and 44% in programs.

The tv audience research organization handed this tribute to tv in its bulletin story: "Tv is an inviting target and we think some attacks on it have been intemperate and irresponsible."

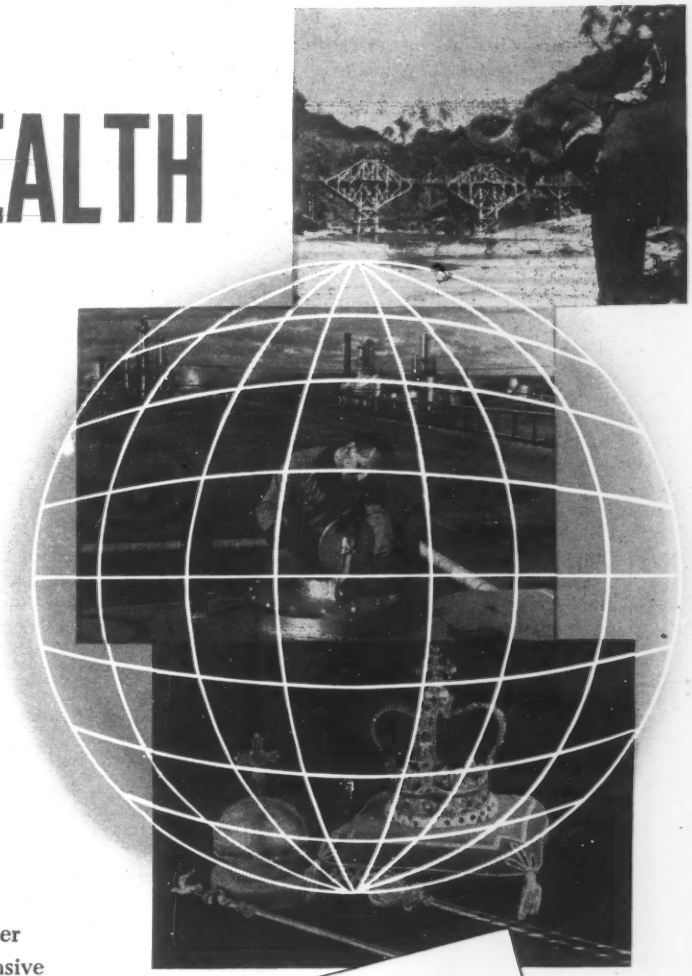
New Dallas station

KVIL Dallas, Tex., started broadcasting March 1. John J. Coyle, president of University Advertising Co., the licensee, reports quality music is featured. KVIL, on 1150 kc, operates from studios at 4152 Mockingbird Lane, Dallas.

The Global story behind today's headlines!

"THE COMMONWEALTH OF NATIONS"

a new public affairs TV series for the 60's



Now, with viewer interest keen for films about people and places, this new "COMMONWEALTH OF NATIONS" series gives you a unique opportunity to make your public service programming important, vital and newsworthy.

13 informative half-hour TV films take the viewer on a trip around the world through a comprehensive camera report on various peoples, cultures, traditions, philosophies, customs—men and events that have shaped history for the past 500 years. Statesmen, tribesmen, kings, conquerors, explorers—they're all here in their true-life roles building, shaping, forging the Commonwealth of Nations.

Produced by
THE NATIONAL FILM BOARD OF CANADA
Narrated by Edgar McInnis,
President, Canadian Institute
of International Affairs

Distributed by RADIO-TV DIVISION
BRITISH INFORMATION SERVICES
45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

This series is available for booking from APRIL 1st.

FREE except for shipping charges.

PACKAGE FILM ANTITRUST CASE

Tv stations stand to get huge rebates if government wins

Six top flight distributors of feature films to television go on trial today (March 7) on charges they forced broadcasters to take bad pictures with the good. The result may mean money in the pockets of broadcasters.

More than 100 telecasters have been subpoenaed by the federal government to testify in the civil antitrust suit against the six tv film distributors on charges of block booking (see list below).

The suit is scheduled to be heard by U.S. District Judge Archie O. Dawson in the federal courthouse, New York City.

If the government prevails, broadcasters stand to recoup millions of dollars. One of the government's objectives is to force renegotiation of existing film contracts. Many broadcasters have several hundred pictures each they would not have bought and have not used.

The complaint was filed in 1957 by the U.S. Dept. of Justice against the following distributors (their feature packages in parenthesis):

Loew's Inc. (MGM), Screen Gems Inc. (Columbia), Associated Artists Productions Inc. (Warner Bros.), National Telefilm Assoc. Inc. (20th Century-Fox), C&C Super Corp. (RKO) and United Artists Corp. (its own films and those of independent producers).

Associated Artists is now United Artists Associated and handles both the Warner Bros. and RKO pictures. It acquired the RKO films from C&C. NTA is now owned by National Theatres.

Forced 'Dogs' • The Justice Dept. charged that the film distributors forced broadcasters to buy their films in "packages." It claimed that many telecasters were required to take films they did not want.

This is a violation of the Sherman Act, the Justice Dept. declared.

Block booking was outlawed in the motion picture industry in the 1948 Paramount consent decree. The defendants in this action are distributing companies, many of them coming into existence after the 1948 decree, and are not liable to the terms of that judgment.

This is why the government instituted this new antitrust action.

Defendants had agreed to a consent judgment, it is understood, that would have outlawed the block booking practice in the future. This was unsatisfactory to the government antitrust lawyers, it was learned, who insisted that any consent order be retroactive to take into account present contracts.

Big Refunds Possible • Should the government win the renegotiation point, broadcasters may expect rebates for the unused and unwanted films in the packages they bought. This could amount to substantial sums:

• A southwestern station reported it has 200 films out of some 1,700 features which it never intends to use. Worth about $1,000 each, this could mean a $200,000 refund to the station.

• A midwestern big city station figures it has about 400 features out of 1,200 "not worth a damn" and which will never be used. A station executive estimated worth at $750,000.

• An eastern outlet figures that out

The government's witnesses in its film suit

The first broadcasters who will take the stand as government witnesses in the Department of Justice's antitrust suit against six major tv feature film distributors will be John S. Hayes, Thomas B. Jones and George F. Hartford, all of WTOP-TV Washington, D.C. Mr. Jones, former program manager of WTOP-TV, is now with WJIM-TV Lansing, Mich.

Other first week witnesses are those from the Washington, D.C., Baltimore, Md., Richmond, Va., and Salisbury, Md. area. The complete list in alphabetical order:

Seymour B. Abeles, Associated Artists Productions; Irvin G. Abeloff, WXEX-TV Petersburg, Va.; Norman L. Bacon, WHTN-TV Huntington, W.Va.; Miss Elizabeth Bain, WGN-TV Chicago; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Louis Bantle, Tv Stations Inc. (film buying organization); Sidney J. Barbet, WBAL-TV Baltimore, Md. and WXEX-TV Petersburg, Va.; Edgar T. Bell, KWTV (TV) Oklahoma City; Frank Bignell, WKOW-TV Madison, Wis.; Arthur Bolin, WARM-TV Scranton, Pa.; F.E. Busby, WTVY (TV) Dothan, Ala.

Freeman W. Cardall, WBAL-TV Baltimore; Lawrence M. Carino, KTNT-TV Tacoma, Wash.; Richard Simpson Carthey, AAP; Thomas P. Chisman, WVEC-TV Hampton, Va.; Roger W. Clipp, Triangle Stations; Robert Cochrane, WMAR-TV Baltimore; Morton S. Cohn, WCHS-TV Charleston, W.Va.; William Cooper, Jr., WJAR-TV Providence, R.I.; Franklin D. Coslett, WBRE-TV Wilkes-Barre, Pa.; James Curtis, WSBA-TV York, Pa.; Malcolm W. Dale, WNEP-TV Scranton, Pa.; Jacques DeLier, KWTV (TV) Oklahoma City; W. Perry Dickey, KWTV (TV) Oklahoma City; John W. Downing Jr., WBOC-TV Salisbury, Md.; Byron Dowty, KFMB-TV, San Diego.

A.J. Fletcher, WRAL-TV Raleigh, N.C.; Bill Fox, KFMB-TV San Diego; Del Franklin, KSTP-TV Minneapolis; Robert C. Franson, KMGM-TV Minneapolis; Richard Fraser, WAVY-TV Portsmouth, Va.; John H. Fugate, KATV (TV) Little Rock, Ark.; Ray A. Furr, WAPI-TV Birmingham; John T. Gelder Jr., WCHS-TV Charleston, W.Va.; Samuel Gifford, WHAS-TV Louisville; Mrs. Marian Yvonne Gold, KLAS-TV Las Vegas, Nev.; William Grant, KOA-TV Denver; Morris E. Greiner, KMBC-TV Kansas City; George O. Griffith, WJAR-TV Providence, R.I.

James C. Hanrahan, WEWS-TV Cleveland; Jack Harris, KPRC-TV Houston; Joseph Hartenbower, KCMO-TV Kansas City; George F. Hartford, WTOP-TV Washington; John S. Hayes, WTOP-TV Washington; Miss Jean Hendrix, WSB-TV Atlanta; Seymour Horowitz, WJAR-TV, Providence, R.I.; Fred S. Houwink, WMAL-TV Washington, D.C.; Stanley Hubbard, KSTP-TV Minneapolis; Lawrence Israel, KMGM-TV Minneapolis; Herbert Jacobs, Tv Stations Inc.; E.K. Jett, WMAR-TV Baltimore; M.B. Johnson, Corinthian Stations; Thomas B. Jones, WTOP-TV Washington.

Norman C. Kal, WAAM (TV) (now WJZ-TV) Baltimore; Fred Harold Kaufman, WTCN-TV Minneapolis; James J. Kilian, WAAM (TV) (now WJZ-TV) Baltimore; Ewald Kochritz, Storer Broadcasting Co.; James Kovach, WBAL-TV Baltimore and WRC-TV Washington, D.C.; Hugh Ben LaRue, KTVR (TV) Denver; Arthur Martens, KTVR (TV) Denver; Keith McCallum, AAP; J. Elroy McCaw, KTVR (TV) Denver and KTVW (TV) Seattle-Tacoma, Wash.; Charles McDaniel, WHAS-TV Louisville; Theodore N. McDowell, WMAL-TV Washington; Donald McGannon, Westinghouse Broadcasting Co.; Charles D. McNamee, NTA-Screen Gems; Martin F. Memolo, WARM-TV Scranton, Pa.; Jack Michael, WREC-TV Memphis; William Michaels, Storer Broadcasting Co.; David Mintz, KVOS-TV Bellingham, Wash.; Edward Moore, KFDA-TV Fort Worth.

Berkeley Ormsby, KTNT-TV Tacoma, Wash.; J.E. Owens, AAP; Richard Pack, Westinghouse Broadcasting Co.; George Patterson, WAVE-TV Louisville; C. Wrede Petersmeyer, Corinthian Stations; Miss Elaine S. Phillips, WDSU-TV New Orleans; William L. Putnam, WWLP-TV Springfield, Mass.; Ralph Redetsky, KOA-TV Denver; G. Conrad Rianhard Jr., WTVR (TV) Richmond; James Riddle, WRAL-TV Raleigh, N.C.; Miller C. Robertson, WTCN-TV, Minneapolis; Lawrence H. Rogers, II, WSAZ-TV Huntington, W.Va. (now Taft Broadcasting Co.); William V. Rothrum, WSYR-TV Syracuse, N.Y.

Robert Salk, Corinthian Stations; Wallace Sawyer, WWLP-TV Springfield, Mass.; John D. Scheuer, Triangle Stations; Lee Schulman, KING-TV Seattle; Arnold F. Schoen Jr., WPRO-TV Providence, R.I.; John Shaheen, KTVR (TV) Denver; Thomas P. Shelbourne, WNEP-TV Scranton, Pa.; Thomas Shull, Storer Broadcasting Co.; Heyward Siddons, KOA-TV Denver; Edward C. Simmel, AAP; Joseph S. Sinclair, WJAR-TV Providence, R.I.; Harold Soldinger, WTAR-TV Norfolk, Va.; David Stickle, WMAR-TV, Baltimore; George Storer Jr., Storer Broadcasting Co.; George Streets, KGEO-TV Enid, Okla.

T.R. Thompson, Meredith Stations; Miss Lynn Trammell, WBAP-TV Fort Worth; Charles J. Truitt, WBOC-TV Salisbury, Md.; Charles Vadeboncoeur, WSYR-TV Syracuse, N.Y.; Charles Vanda, WCAU-TV Philadelphia; Donald Wear, WTPA-TV Harrisburg, Pa.; Theodore Weber, WGN-TV Chicago; Eugene Wecker, WTCN-TV Minneapolis; Seymour Weintraub, KMGM-TV Minneapolis; Robert Weisberg, Tv Stations Inc.; George Whitney, KFMB-TV San Diego, Calif.; John D. Wilson, Screen Gems.

HE MAKES HIS ENGINE STALL

...so yours won't!

Charles Domke has one of the world's most unusual jobs. He *tries* to have engine trouble!

He's a Project Automotive Engineer at Standard Oil. In all kinds of weather—hot, cold, wet, dry, low barometer, high barometer—he goes driving. First thing you know, he'll stop and change fuel, put in a different blend of gasoline to see what happens. If it stalls, he doesn't call a tow truck. He just puts in another blend of gasoline.

You might say he *makes* his engine stall...so yours won't!

What Mr. Domke and other automotive engineers learn from these constant experiments is used to give you gasoline that is blended especially for the region of the country in which you live and also for the season.

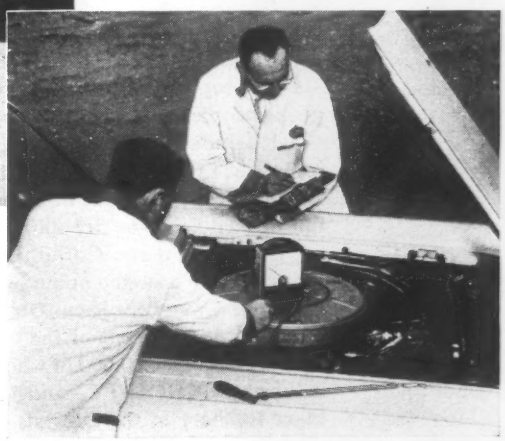
It may surprise you to learn that *12 or more seasonal changes* are made in Standard gasoline every year! It is adjusted for temperature, humidity, altitude and other factors that affect gasoline performance in your area.

A pioneer in petroleum research, Standard Oil is famous for its "firsts" in petroleum progress. Since our first research laboratory opened 70 years ago, our scientists have been responsible for many major petroleum advances—from making a barrel of oil yield more gasoline to discovering a way to get more oil out of the earth.

Charles Domke and other scientists at Standard Oil and its affiliated companies are searching continually for ways to make oil products serve you better...to make petroleum *more useful to more people than ever before!*

What makes a company a good citizen?

For a company, good citizenship is more than obeying the law and paying taxes. It is looking ahead, planning for the future, making improvements. America has grown to greatness on research conducted by private business for the benefit of all.



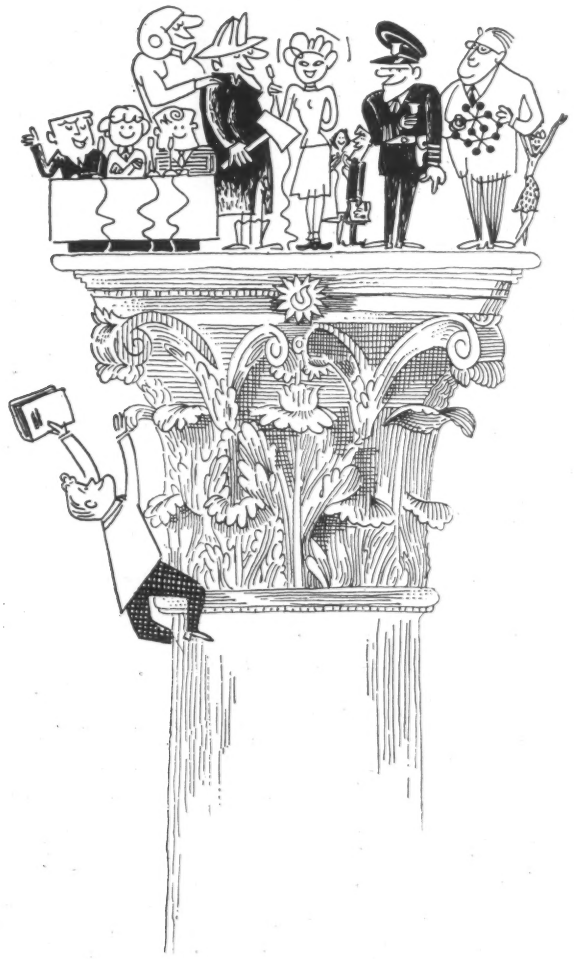
Charles Domke (right) is one of the few men we know who takes a positive delight in having his engine stall in sub-zero weather. He and Mechanic Verland Stout change gasoline blends frequently. When the engine stalls, they try another blend. Their objective, of course, is to find the perfect gasoline under various climatic and road conditions—and the true test is on the road itself!

The gasoline that performs best in icy conditions will cause engine difficulty in hot weather. Standard gasoline formulas are changed twelve times a year to assure peak performance in every season. Mixtures also differ from one geographical location to another in order to offer customers more gasoline value for their dollar.

STANDARD OIL COMPANY
(INDIANA)

STANDARD

THE SIGN OF PROGRESS...
THROUGH RESEARCH



They said it couldn't be done

(They may be right.)

TEEN-AGE television at seven a.m.? In Houston? With news...sports...music ... reports ... of a kind important to young people? And *panel discussions? LIVE?*

It's enough to give a program manager insomnia: Every dawn a new problem, breakfast practically a midday meal, and Studio A full of teen-age egos five mornings a week.

That's what the Corinthian station in Houston has brought about with the new half-hour *Ginny Pace Show*. Object: To serve an important segment of the community—teen-agers, some 200,000 of whom live within tv sight of KHOU-TV—and many parents, eager to share in the interests of their offspring. Developed with the blessings of the Superintendent of Schools and the encouragement of PTA's, the Ginny Pace wake-up show may also awaken others in the industry to the potential of early-morning local tv.

The perils need not be spelled out. You're aware of them and so are we. We're also aware that someone has to assume responsibility for pioneering with new ideas if television is to maintain vitality and commercial effectiveness. Each station of the Corinthian group is encouraged to take program risks, to try out new ideas, to avoid always playing safe. Sometimes it's good box office, sometimes it isn't. It's always healthy.

Responsibility in Broadcasting

THE CORINTHIAN ST

of 1,500 features it bought 100-150 were not usable. These might be worth between $200,000 and $300,000.

• A plains state operator estimated that about 200 out of 700 feature films he bought in one package were impossible to use on his station. He figured that they would be worth about $75,000 in rebates.

The film companies denied the allegations in the government's complaint when they originally were made (BROADCASTING, April 22, 1957).

In recent months, film companies have indicated that should the government win and upset the "package" sale practice the price of individual films very well may be boosted.

Leading the government legal forces is Leonard R. Posner. He is being assisted by Eugene J. Metzger, Lewis A. Revlin and George A. Avery. All are members of the Justice Dept.'s antitrust division.

Uhf station wants v competitor to be u

The FCC was asked last week to change an existing vhf facility to uhf. Springfield Television Corp., owner of WWLP(TV) (ch. 22) Springfield, Mass., told the commission that WTIC-TV Hartford, Conn., is in direct competition with it for programs, listeners and advertising and that its license (which expires in April) should be renewed conditional on its acceptance of a uhf channel instead of ch. 3.

Springfield said that FCC statements "indicate that the public interest requires a basic tv reallocation either to all uhf or all vhf." And uhf, Springfield alleged, "has proved that it is capable of providing an effective service in Connecticut Valley."

Springfield simultaneously filed a petition for rulemaking seeking to move ch. 3 from Hartford to Providence, R.I., and to replace ch. 3 in Hartford with a uhf channel. The petitioners claim that the Hartford-New Britain area is now 100% converted to uhf use.

The Hartford area is now served by two vhf stations, WNHC-TV New Haven (ch. 8) and WTIC-TV Hartford.

Green Bay gets ch. 11

The FCC last week amended the tv table of assignments by shifting ch. 11 from Marinette to Green Bay, Wis. At the same time, the commission modified the license of WLUK-TV on ch. 11 in Green Bay with specified engineering conditions. Commissioners Bartley, Lee and Ford dissented.

In a related development, the commission on March 2 invited comments on two proposed channel shifts: the assignment of ch. 7 to Prescott, Ariz., in addition to that city's uhf ch. 15. (KNOT Prescott petitioned for the assignment), and the reservation of ch. 8 for non-commercial, educational use in Waycross, Ga. The Georgia State Board of Education, permittee of WEGS-TV on ch. 8 Waycross, petitioned for the reservation.

Magnuson: Radio-tv quasi common-carrier

Radio and television come under a "quasi common-carrier concept" of regulation, according to Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Addressing the CBS-TV Affiliates Assn. convention in Washington Feb. 29, he cited the history of pipeline, telephone, railroad and other utility regulation to justify this approach.

Reviewing recent regulatory problems and scandal charges, Chairman Magnuson said, "The whole situation dictates some kind of action by government and industry, maybe both." He felt, however, that self-regulation is "the better way to do it."

NAB's expansion of tv code membership from 270 to 390 stations is "encouraging," according to the senator. He said his committee will hold extended hearings before approving any legislation.

The committee's report covering reallocation of the spectrum will be ready in two or three weeks, possibly a month, Sen. Magnuson said. He added it is "the unanimous opinion of all members of the committee that there is a lot to be done yet on allocations to spread tv, free tv, to the widest possible use for the people of the United States."

The committee plans to go further into ratings, he said, but explained there is doubt about the authority to legislate against a private service concern. "We have a responsibility to at least tell the public how they are arrived at and why, and that will be done," he said.

Chairman Magnuson voiced concern over the problem of public service as it relates to the coming elections. His committee has discussed the matter informally. He said affiliates should take "a long, hard look at advertising on tv." He felt broadcasters have greater advertising responsibility than other media because they are "in the public domain." He felt the American public "in the long run will demand good taste in advertising." He touched lightly on a recent suggestion by Sen. Estes Kefauver (D-Tenn.), chairman of a drug investigating committee, that trade names be abolished in the drug field, with generic chemical names taking their place. No such legislation has been introduced.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS

LIVE, SPONTANEOUS, UNREHEARSED

Partisan audience hears round-one of Doerfer-Harris debate; Doerfer wins, but round two scheduled for Harris' territory

Feb. 29 was a freak day in Washington—the day an accumulation of broadcast grudges hit the fan.

John C. Doerfer, FCC chairman who has suffered at the investigatory hands of Chairman Oren Harris (D-Ark.) of the House Legislative Oversight Subcommittee, faced up to his congressional opponent in a free-swinging exchange of bitter charges and countercharges.

Their forum was the CBS-TV Affiliates Assn. convention in the nation's capital, causing great embarrassment and distress among top CBS brass who fear the legislator may seek reprisals.

The Doerfer-Harris debate was two years developing, starting with early hearings by the Oversight Subcommittee which probed into details of Mr. Doerfer's travel allowances.

Last week's outbursts grew out of devastating criticism by Mr. Harris of a speech delivered Feb. 25 by Chairman Doerfer at the NAB state presidents convention (BROADCASTING, Feb. 29).

Snow Job • The Doerfer-Harris feud was slated for another round March 3 in the legislator's own backyard, the House Commerce Committee hearing room. A heavy Washington snowfall, however, led to postponement because a committee quorum wasn't available.

The protagonists were rescheduled to meet late March 4, despite the capital's weather hangover.

A gossipy side feature was an article in the March 3 *New York Herald-Tribune* recounting Mr. Doerfer's social activities during his recent Florida trip (see opposite page).

Chairman Doerfer had emphasized in his Feb. 25 speech that license revocation was too severe a penalty, proposing sanctions such as fines in the case of violations not justifying destruction of valuable properties. He had agreed with many of the committee's proposals, such as quiz-rigging and payola laws.

Chairman Harris opened his Feb. 29 address to the CBS-TV affiliates with general observations on the work of the oversight committee. Then he loosed two remarks that astonished broadcasters, unaccustomed to the earthly techniques of Washington legislators. The chairman:

• Quoted Mr. Doerfer's Feb. 25 comment that deceptive practices have been "proportionately small" and added this devastating indictment of broadcasting —"Of course, it just covered every NBC and CBS affiliate station in these United States."

• Quoted a Boston disc jockey's testimony that the American way of life is mainly built on payola or "mutual backscratching" and matched the testimony against Mr. Doerfer's comments about broadcast practices and the oversight committee's legislative programs.

Chairman Harris implied that the FCC chairman considered payola and quiz-rigging acceptable. The sentences were rambling but the point was obvious. He used these words:

"If this is the acceptable concept of American business, if this is the acceptable concept of the American people, and if this is the acceptable concept of your responsibilities and your industry —which I cannot believe—how can we expect to maintain a high standard of morality in this country? . . . Yes, we are talking now about responsibilities of one of the most important and effective businesses in this country, and to the American people. . . . Performing a public service, as inculcated in the law, is the thing that will help you and help the American citizen. This, to me, is your responsibility and should be your dedication, and I have a feeling it is."

Man bites legislator • Chairman Oren Harris (D-Ark.) of House Oversite Subcommittee listened closely at CBS-TV affiliates meeting as FCC Chairman John C. Doerfer charged him with twisting his remarks out of context.

Rebuttal • At that point Chairman Doerfer was obviously angry. He readily accepted President Stanton's offer of a chance to reply to Chairman Harris and asked that the Congressman remain in the room to hear his remarks.

Mr. Doerfer quoted numerous excerpts from his speech to the NAB state presidents, explaining how he had commented on the Oversight Committee's report.

"Let me say here, thank God in this country for the principle of freedom of speech; that I have the opportunity to (speak) and that some people can, without fear or trepidation, listen to me," Mr. Doerfer said.

Point by point he explained how he had reviewed the Oversight report and how Chairman Harris had taken bits out of context and then tied up his reference to a small minority of irresponsible broadcasters with the remarks of a disc jockey who approved of payola.

After conceding the mediocrities inherent in free government, Mr. Doerfer said he knew the dictatorship form of government is more efficient but added that democracy's shortcomings must be weighed against the paralyzing evils of government paternalism, bureaucracy and dictatorship.

Just the Facts, Please • Mr. Doerfer hit directly at the Harris inference that the entire NBC and CBS tv affiliate structures had been tied into quiz-rigging. "Some people said it is incredible that the owners, operators, licensees, didn't know anything about it (quiz-rigging)," he said. "But I, not only as a lawyer but as a commissioner sworn to uphold the law must be guided by rules of evidence. I will never take a man's license away on pure rumor or conjecture. . . . I do not believe the industry—and by the industry I am talking about the licensees, not their employes or their wives or their children." He challenged "anybody" to show "more than a handful of licensees who have even been charged with corruption." The fact that some employe can get his hand in your till shouldn't necessarily smear an entire industry," he said.

After the cheering for Chairman Doerfer had died down, he huddled with Chairman Harris in the back of the ballroom. Taking a copy of his Feb. 25 speech, Mr. Doerfer traced his ref-

erences to the oversight group's recommendations, and reiterated his contention that the legislator had unfairly lifted portions from context.

Leaving the ballroom, Chairman Harris was met by a distraught delegation of top CBS brass including President Frank Stanton, CBS-TV President James T. Aubrey Jr. and others. They voiced their astonishment and regret at the sudden turn of events and at the fact that a CBS forum was the scene for the dressing down of the legislator.

"Nobody's going to charge this committee or me with sponsoring legislation leading to dictatorship," the oversight chairman told them heatedly. After a 15-minute exchange, Chairman Harris backtracked this way, "On sober reflection, I perhaps should not have equated the remarks of the disc jockey about payola with what Mr. Doerfer said about the relatively few broadcasters who have been guilty of reprehensible practices."

Everybody seemed pretty well talked out by that time so Chairman Harris left for Capitol Hill and CBS executives left for a series of huddles that lasted all the way through the two-day conference.

Staggering Task • In his formal speech to the CBS-TV affiliates that morning as well as in his impromptu afternoon rebuttal to Chairman Harris, Mr. Doerfer chided broadcasters for "leaving the field to opponents of our system of broadcasting by default," contending the American people "are far ahead of carping critics."

He tore into program-control ideas offered at the recent FCC hearings by a New York U. "expert" whose name, he implied, has long been associated with censorship proposals. This professor, he said, recently made a week's trip to Puerto Rico to analyze service of WIPR-TV, Dept. of Education station on the island. The expert called for removal of the station though he "couldn't understand a word of any Spanish program" and didn't dedicate all his time to a study of the station's programs.

Mr. Doerfer tossed this warning at newspapers and magazines, "I would suggest to the printed media that if a chill is put upon freedom of expression in broadcasting media, how far behind can a bleak winter be for printed media."

Social note from Florida

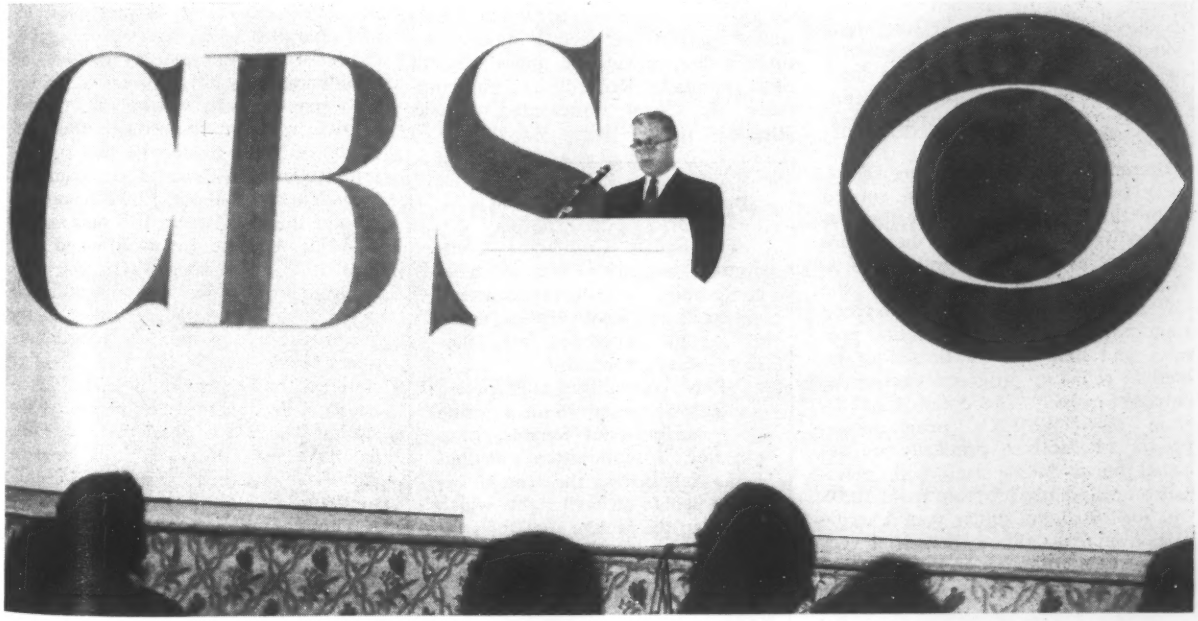
FCC Chairman John C. Doerfer said last week he saw nothing wrong in accepting hospitality from George B. Storer, head of Storer Broadcasting Co., during a Florida vacation last month.

Mr. Doerfer made the comment after publication of newspaper reports disclosing that he had been entertained by Mr. Storer. The chairman said he had been Mr. Storer's guest at bridge and golf and had spent "one or two nights" on the Storer yacht, the *Lazy Girl*.

"You can't play golf alone," he said.

The invitations came from Mr. Storer after the chairman had arrived in Fort Lauderdale on a vacation with his wife, Chairman Doerfer said.

An earlier acceptance of Mr. Storer's hospitality by Mr. Doerfer was the subject of questions by the House Legislative Oversight Subcommittee two years ago. At that time Mr. Doerfer testified he and his wife had been guests at Mr. Storer's home and on the Storer yacht, but that he had accepted the Storer hospitality on that occasion to test reception of uhf signals in the Miami area. At that time Mr. Storer was operating WGBS-TV on ch. 23. Later the station suspended operation.



An eye for an eye • FCC Chairman John C. Doerfer held CBS-TV affiliates rapt as he took apart Chairman Oren Harris of House Legislative Oversight Subcommittee. After legislator had torn a recent Doerfer speech into oratorical tatters, FCC chairman eagerly took up offer of CBS President Frank Stanton to give his side of case.

Mr. Doerfer asked Chairman Harris to remain in audience for his reply. Chin in hand, legislator found himself in unusual congressional role—on the receiving end of the indignant charges. Red-necked with anger, Mr. Doerfer took his speech through point-by-point comparison of Harris comments.

Afterward they talked earnestly in the rear of the auditorium, with the FCC chairman taking him through every page of the address in an effort to show how context treatment was unfair.

FOUR CITED ON PAYOLA DATA

WMEX, WILD, WORL, WHIL get FCC letters

Four Boston area stations last week found themselves adrift in the most turbulent waters since the payola storm broke.

The FCC announced on March 1 that it had notified WMEX, WILD, and WORL all Boston and WHIL, Medford, Mass., that their applications for license renewal indicated the necessity of a hearing involving payola considerations.

The four recipients of Sec. 309(b) letters have been involved in the hearing disclosures of the Harris Legislative Oversight Subcommittee. The commission asserted that they have misrepresented or failed to disclose "pertinent information" in Question No. 2 of the FCC payola questionnaire, and gave them 30 days to show why their applications should not be designated for hearing.

An FCC spokesman said last week that the commission is reviewing no license renewals until a station receives staff payola clearance.

The commission action followed a special FCC meeting held Feb. 26 at which the 309(b) letters were authorized to be sent to stations which gave "reasonable evidence of clear violations of law . . ." requiring sponsor identification of all items broadcast for which payment is received (AT DEADLINE, Feb. 29). Copies of the letters have also been sent to the Justice Dept., which has the responsibility for prosecuting violations.

Discrepancies • The program schedules of two of the stations were singled out by the commission for further review. WMEX was told that there were "discrepancies" in its program reports. "Your renewal application shows," the FCC said, "that no time was devoted to agricultural, educational or talk programs and that .5% of time was devoted to religious programs during the composite week." The commission asserted that WMEX's programming appears to "consist primarily of recorded music interspersed with newscasts and a nightly program from 10:05 p.m. to 1:00 a.m. which you describe as a live presentation consisting entirely of talk, comment and discussion."

The commission noted that such progamming "is not consistent with the representations made . . . in the application for assignment of license which was granted on July 18, 1957." The FCC quoted the following proposed program breakdown as submitted by WMEX in 1957: Entertainment—52.5%; Religious—4.0%; Agricultural—1.5%; Educational—5.0%; News—26.0%; Discussion—8.0%; and Talks—3.0%.

WILD was also advised that its "representations with respect to programming are not consistent with the representations made . . . for assignment of license" which was granted in November, 1958. The commission listed the program percentages from WILD's current renewal application during a composite week as opposed to its previous estimates in the assignment application. Entertainment (actual) 92.89% (proposed) 82.6%; Religious (actual) 1.16% (proposed) 1.3%; Agricultural (actual) 0% (proposed) .7%; Educational (actual) 0% (proposed) .3%; News (actual) 5.19% (proposed) 9.9%; Discussion (actual) .19% (proposed) 1.3%; and Talks (actual) .57% (proposed) 4.9%. "It appears," the FCC stated, "that your station's programming consists almost entirely of recorded music interspersed with spot announcements and short newscasts."

Five witnesses before the Harris subcommittee brought to light WMEX's payola involvement.

• Cecil Steen, Boston record distributor, told of paying $1,400 over a 13-week period to WMEX for having one of his records selected by the station as its "golden platter of the week." The station played the record about eight times a day, making no announcement of payments by Records Inc., the company Mr. Steen represented, it was alleged.

• Maxwell Richmond, president-general manager of WMEX, admitted that the station made charges to record distributors for selecting their records as "golden platters." He denied that charges were based on negotiations with distributors, but that they were based on expenses incurred by the station in handling and mailing free records to listeners.

• Robert S. Richmond, WMEX commercial manager, was told by Rep. John E. Moss (D-Calif.) that it would have been "more ethical" for WMEX to put the golden platter promotion on its rate card and "send salesmen out" to sell it to record distributors.

• Mel Miller, disc jockey and program director, WMEX, acknowledged receiving $450 from five record companies but said he felt the money represented "good will."

• Arnold Ginsberg WMEX disc jockey, said he received $4,400 from record companies over a 2½ year period. He said he considered the money as gifts.

WILD became implicated when Stan Richards, a former disc jockey at that station, told committee members that he accepted $6,225 from Music Suppliers of New England Inc. Mr. Richards said no payola was involved because he played only those records he wanted to. Mr. Richards also acknowleged staying at the Miami Beach disc jockey convention at the expense of Roulette Records and charging $117 worth of clothes to the hotel tab. (BROADCASTING, Feb. 15).

Solicitation • WORL was associated with payola when George W. Givens, WORL manager, told how as music director of WBZ Boston he had successfully solicited 10 record companies in New York for about 1,000 records to rebuild the WBZ record library.

WHIL became involved when Jack McDermott, a former WHIL disc jockey, testified in closed session that he had taken payola. Another witness, Harry Weiss, promotion man for Music Suppliers, said that WHIL (among other stations) had given him blank letterheads with signatures of people at the station. He said he used the letterheads to make up Top 50 lists to send to *Cashbox* magazine, favoring MS-distributed tunes.

The commission also requested information on charges raised by Simon Geller, applicant for a construction permit for an am station in Gloucester, Mass., that WHIL broadcast horse racing programs direct from the track on a regular basis.

The four Boston area stations are owned as follows:

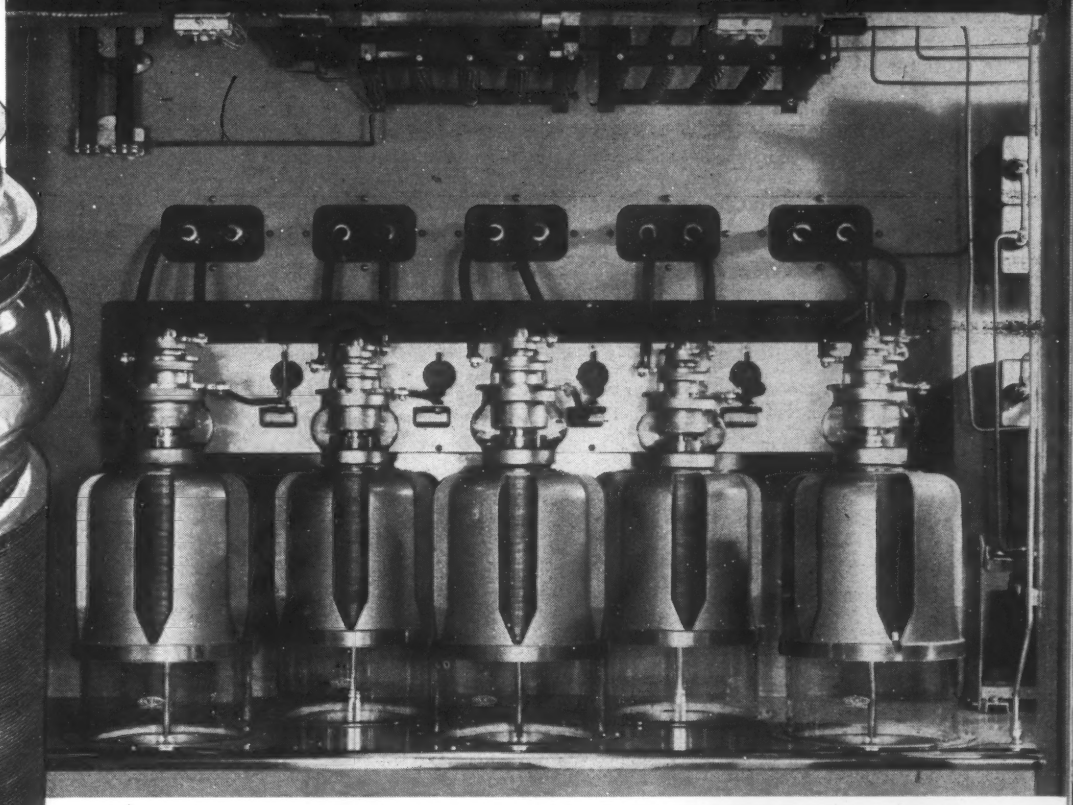
WMEX owned by Maxwell E. Richmond, 85% and Robert S. Richmond, 15%. Maxwell Richmond is sole owner of KBMI Henderson, Nev., and WPGC

Postpone meeting

The Senate Commerce Committee's proposed "round table conference" with broadcasters, networks and advertiser and agency groups—scheduled last Tuesday—was postponed.

Senate committees must obtain unanimous consent to meet during floor sessions and senators have objected to committee meetings being held during the around-the-clock debate on civil rights which began in the Senate earlier in the week. The only exception is the Senate Appropriations Committee which obtained permission to meet without unanimous consent earlier this year.

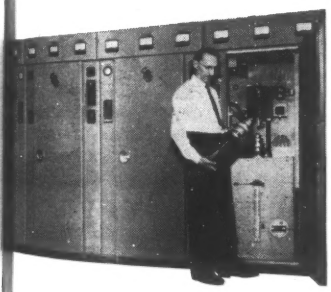
Hearings by the Senate Commerce Committee — headed by Sen. Warren G. Magnuson (D-Wash.)—presumably will be postponed until after final Senate action on civil rights.



This years-ahead transmitter uses years-ahead PA tubes!

THE U.S. NAVY will soon operate Continental's 2 million watt VLF transmitter. It is far and away the world's most powerful. With it the Navy gets instant contact with any point on earth — be it a ship in the Pacific or a Polaris-carrying sub beneath the ice pack. This new transmitter uses 44 air-cooled ML-6697 tubes.

CONTINENTAL'S 50 KW TRANSMITTER designed for progressive broadcasters* uses two of these tubes — and for the same reasons they are used in the big Navy transmitter! Completely reliable, they weigh only 29 pounds — can be changed in seconds by one man. These years-ahead PA tubes are just one example that proves tomorrow's transmitters are available today — from Continental!



ontinental's 50 KW installation WJR, Detroit. Other 50 KW inallations include: KLIF, WOAI d KFI, with WOR equipment in ctory test.

Continental Electronics

MANUFACTURING COMPANY

4212 South Buckner • Dallas 27, Texas • EVergreen 1-1135

A SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

designers and builders of the world's most powerful radio transmitters

Morningside, Md.

WILD owned by Noble Broadcasting Corp. Nelson B. Noble, sole owner. Mr. Noble purchased WILD in November, 1958 from Bartell Broadcasters Inc.

WORL owned by the Pilgrim Broadcasting Co. Principals are Chester A. Dolan, Joseph A. Dunn, Sidney Dunn, Marie Gately and Edward M. Gallagher, all 18.5% and George R. Finn, 7.5%.

WHIL Medford, Mass., owned by Sherwood J. Tarlow, 94%. Mr. Tarlow also has interests in WISK (FM) and WARE Ware, both Massachusetts; WJBW New Orleans; WWOK Charlotte, N.C., and WLOB-AM-FM Portland, Me.

Prehearing March 16 on Miami ch. 7 grant

FCC Hearing Examiner Horace Stern has scheduled a prehearing conference March 16 in Philadelphia as the first step in a commission investigation of its 1956 grant of Miami ch. 7 to Biscayne Tv Corp. (WCKT [TV]) (CLOSED CIRCUIT, Feb. 29).

Principal issue will be whether any of the four original applicants made improper, off-the-record approaches to commissioners while the case was in litigation. Other applicants included East Coast Tv Corp., South Florida Tv Corp. and Sunbeam Tv Corp. The FCC ordered the case reopened in April 1959 after testimony alleging *ex parte* contacts before the House Legislative Oversight Subcommittee.

The rehearing has been held up at the request of the federal court in Washington trying former FCC Comr. Richard A. Mack and Miami attorney Thurman Whiteside on conspiracy charges centering around the Miami ch. 10 grant. Their first trial ended in a hung jury with the new trial currently scheduled April 25. It is not known if the commission will be asked to delay further the ch. 7 rehearing, as well as other grants reopened on similar charges.

Paar film clip issue warms, awaiting kine

The House Legislative Oversight Subcommittee's request to NBC-TV for the kinescope of the Jan. 12 *Jack Paar Show* (BROADCASTING, Feb. 29) was based on an article in the *Miami Herald* and not from any contact by the House group with G. David Schine, subcommittee spokesman Raymond W. Martin said last week.

Mr. Paar had hinted in San Francisco the day before that Mr. Schine, former aide to the late Sen. Joseph McCarthy (R-Wis.), might be behind the subcommittee investigation of a film on the Jan. 12 Paar show showing a Florida land development. The House unit, asking for a copy of the film from NBC, said it wanted to determine if the film was a commercial and if it had been announced as such.

Mr. Paar last week said Mr. Schine had an interest in another land syndicate in Florida "and he wanted me to buy some." He added: "I wouldn't be surprised if he were a little piqued about it." Mr. Schine, he said, is "very close to those congressional committees."

The *Miami Herald* said Mr. Paar had bought a lot in a real estate development promoted by the realty firm of Dessler & Garfield; that a film showing the lot was telecast on the Jan. 12 Paar show, and that a month later after Mr. Paar walked out of NBC he was flown to Florida in a private plane owned by Dessler & Garfield.

The subcommittee said Thursday it had not yet received the requested kinescope.

Public trust role emphasized by Hyde

FCC Commissioner Rosel H. Hyde told a meeting of the Federal Communications Bar Assn. last week that "the best advice a lawyer can give his broadcaster client is to act as a public trustee."

Mr. Hyde told the group that broadcasters are expected to adhere to a public trust and "to investigate their own shop." He suggested that if some licensees remain oblivious "to what is going on under their own noses" it will be necessary for the government to do the investigating for them.

The commissioner called for less involved hearing procedures. He cited the first hearing held before the Federal Radio Commission in 1927 which took approximately two months for a decision. "Today we would be extremely lucky to get proposed findings in such a short time."

Commissioner Hyde suggested that some lawyers present at the meeting had clients "who are getting by on the bare minimum. The minimum in programming and in expenditures for any kind of public service activity." It would "be good advice to remind these people that such procedures will seriously influence comparative hearings in which they are involved." The commissioner also reminded that licensee involvement in one case can be part of the record in future cases.

Conelrad changes

The FCC March 2 made provision to issue Conelrad authorizations to fm stations for operation in fm state emergency defense networks. The fm networks will implement pre-attack Conelrad alerting and aid in restoring normal communication facilities after an emergency. Florida presently has a defense fm network employing Conelrad procedures for reporting hurricanes or other disasters (BROADCASTING, August 10, 1959).

FCC veterans • Frank Fletcher (3rd from l), president of the Federal Communications Bar Assn., presents certificate to Clara (Tillie) Iehl, chief of the FCC license division, commemerating her 25 years with the commission. Looking on are 25-year veterans (l to r) Commissioner Rosel Hyde; Marguerite Hubbard, assistant chief, license division; Hearing Examiner Elizabeth Smith, and Sally Blaine, chief, dockets division. At a luncheon in Washington Thursday (March 3), the FCBA honored 68 Commission employes who have been with the agency since its inception.

YOU MAY NOT BE ONE OF THE SMITHS*—

BUT... On WKZO-TV You'll Meet The Smiths, Joneses And Everyone Else In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(November, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	57,000	29,300	66%	34%
Noon-3 p.m.	72,100	38,900	65%	35%
3 p.m.-6 p.m.	62,100	43,600	58%	42%
Sun. thru Sat.				
6 p.m.-9 p.m.	141,600	81,300	63%	37%
9 p.m.-Midnight	117,800	62,400	65%	35%

Whatever their names, more people in Kalamazoo-Grand Rapids listen to WKZO-TV than to any other station.

WKZO-TV delivers more homes than Station 'B' in 398 of 450 competitive quarter hours surveyed, Sunday through Saturday (see NSI Survey, at left). And ARB (April 17-May 14, 1959) also gives WKZO-TV an overwhelming lead in popularity—No. 1 spot in 74.6% of all quarter hours surveyed.

That's the story on WKZO-TV. If you want all the *rest* of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Smith is the most common name in the U.S., borne by approximately 1,504,000 persons.*

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-Bbattle CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Boxscore on FTC payola charges

For the second time since it began issuing complaints against payola the Federal Trade Commission last week charged that radio stations—as well as disc jockeys—took pay from record distributors.

The charge was made in a complaint issued against Mutual Distributors Inc., Boston. As in earlier complaints, stations and d.j.s were not identified.

The earlier complaints, that alleged stations as well as disc jockeys received payola, also were filed against Boston music distributors.

The trade commission last week also:

• Accepted seven consent judgments, bringing to nine the number of such decrees that have been signed.

• Issued 16 more complaints against music distributors. These brought to 59 the number of payola complaints issued by the federal trade agency.

• Received one answer to a prior complaint.

The seven new consent orders, all of which prohibit payola unless a disc jockey tells his listeners he has been paid for playing a particular record, were signed by London Records Inc., New York, the only manufacturer in the group; Chips Distributing Co., and Sparks Music Distributors Inc., both Philadelphia; Main Line Cleveland Inc., Cleveland; Class Record Sales, Los Angeles; A&I Record Distributing Co., Cincinnati and Laurie Records Inc.-Abel Productions Inc., New York.

Previously RCA and David Rosen Inc., Philadelphia, signed consent orders. A consent decree does not admit that the respondents are guilty of the alleged practice.

The sixteen complaints issued last week, in addition to the Boston distributor, included one manufacturer: United Artists Records Inc., New York. The others:

Fargo Records, Bigtop Records Inc.-Bigtop Distributors Inc., both New York; Record Merchandisers Inc., Commercial Music Co., Inter-State Supply Co., Roberts Record Distribuitng Co., all St. Louis; King Records Co. and State Record Distributors Inc.-Whirling Disc Records Inc., both Cincinnati (the latter also included the affiliated Indiana State Record Distributors Inc., Indianapolis); Volkwein Brothers Inc. and Astor Records Inc., both Pittsburgh; Midwest Distributing Co., St. Paul; Eric Distributing Co., San Francisco; Ric Records Inc.-Ric Record Co.-Ron Record Co., New Orleans, and All-State New Jersey Inc., Newark, N.J.

The one answer was from record maker Roulette Records Inc., New York, which conceded that it had given "valuable consideration" to disc jockeys but denied illegal payola. It asked that the complaint be dismissed.

L-O-F admits its ads were rigged—but . . .

Libbey-Owens-Ford Glass Co. admitted last week that a segment of its tv commercial was rigged. But it charged the rigging was done by the film producing company without its knowledge and against its explicit instructions.

The company said in a special statement issued at a Toledo hearing before the Federal Trade Commission that it had instructed its advertising agency and the company which produced its film commercial to show the difference between its safety plate glass used in General Motors cars and ordinary safety sheet glass used in competing automobiles by shooting through the window of the front door.

When L-O-F executives viewed the film they saw what they expected to see, the L-O-F statement said—distortion-free plate glass viewing vs. noticeable distortion through sheet glass.

It was not until the FTC investigation began, the company said, that it learned that "certain plate glass scenes in its commercials had indeed been filmed through an open or rolled down automobile window."

The FTC complaint, charging false and misleading advertising against both L-O-F and GM, was issued last November. It claimed that some of the filmed commercial was deceptive, particularly those scenes purportedly showing the freedom from optical distortion of L-O-F safety plate glass in the GM car.

Both companies denied the charges last week before FTC examiner Harry R. Hinkes. The hearing resumed Thursday in Detroit to hear GM witnesses.

L-O-F's advertising agency is Fuller & Smith & Ross. The film producer was not identified.

Tv set standards bill introduced in Congress

FCC-recommended proposals to give that agency a free hand to prescribe "minimum performance capabilities" for tv sets were introduced last week in the Senate and House.

The bills would give the FCC authority not only to require that all tv sets being sold be capable of tuning in every channel assigned to television (including uhf), but also to require the quality of tuning and reception to meet whatever standard the FCC feels necessary in administering the objectives of the Communications Act.

Under such a "blanket" bill, if enacted, the FCC could require all new sets to incorporate turning for both the 12 vhf channels and the 70 uhf channels, or for some other system of frequencies if ultimately assigned to television.

S 3115 was introduced by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, which heard some discussion on the proposal at its tv allocations hearing last month (BROADCASTING, Feb. 8). HR 10817 was introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

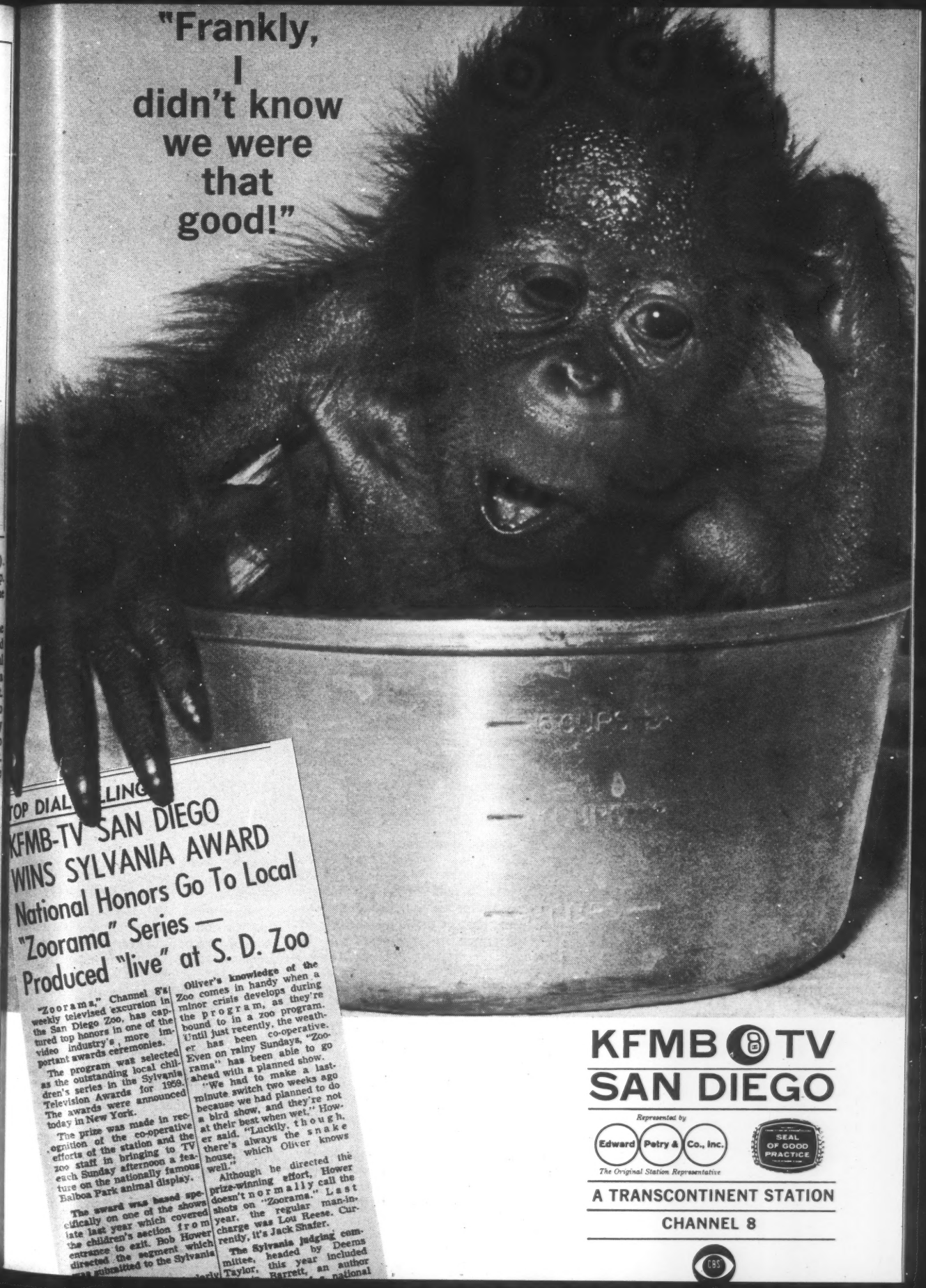
Some legal experts interested in the proposal in the past have questioned the constitutionality of such a proposal on grounds the government can't tell a manufacturer how to build his set. Other bills to encourage set makers to produce all-channel (uhf-vhf) tv sets by offering tax incentives have made no progress because of Treasury Dept. opposition to the resulting tax revenue losses and for other reasons.

SEC, Skiatron lawyers negotiate agreement

Stipulations have been proposed to expedite the Securities & Exchange Commission's hearing on Skiatron Electronics & Television Corp.

The stipulations, which must be agreed upon by all parties, deal largely with transactions or facts which are a matter of record. They would eliminate the necessity of calling witness to testify to these facts in order to get them into the hearing record.

The company, which is attempting to bring a pay tv plan to fruition, has been suspended from stock trading since Dec. 18, 1959. The hearing is in response to SEC charges that Skiatron's registration statements were inaccurate and inadequate and failed to give the public sufficient information to invest in



TOP DIAL ...LING

KFMB-TV SAN DIEGO WINS SYLVANIA AWARD

National Honors Go To Local "Zoorama" Series — Produced "live" at S. D. Zoo

"Zoorama," Channel 8's weekly televised excursion in the San Diego Zoo, has captured top honors in one of the video industry's more important awards ceremonies.

The program was selected as the outstanding local children's series in the Sylvania Television Awards for 1959. The awards were announced today in New York.

The prize was made in recognition of the co-operative efforts of the station and the zoo staff in bringing to TV each Sunday afternoon a feature on the nationally famous Balboa Park animal display.

The award was based specifically on one of the shows late last year which covered the children's ascent from entrance to exit. Bob Hower directed the segment which was submitted to the Sylvania

Oliver's knowledge of the Zoo comes in handy when a minor crisis develops during the program, as they're bound to in a zoo program. Until just recently, the weather has been co-operative. Even on rainy Sundays, "Zoorama" has been able to go ahead with a planned show.

"We had to make a last-minute switch two weeks ago because we had planned to do a bird show, and they're not at their best when wet," Hower said. "Luckily, though, there's always the snake house, which Oliver knows well."

Although he directed the prize-winning effort, Hower doesn't normally call the shots on "Zoorama." Last year, the regular man-in-charge was Lou Reese. Currently, it's Jack Shafer.

The Sylvania judging committee, headed by Deems Taylor, this year included Barrett, an author ...national

KFMB 8 TV
SAN DIEGO
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
SEAL OF GOOD PRACTICE
A TRANSCONTINENT STATION
CHANNEL 8
CBS

its stock (BROADCASTING, Feb. 22).

SEC attorney Eugene Rotberg read a proposed stipulation dealing with some 200,000 shares of the registrants stock which had been bought by Matthew M. Fox through the excercising of warrants and subsequently sold by him in 1955. Mr. Fox, president of Skiatron of America, has a license agreement with the registrant to promote that company's "Subscriber-Vision" toll tv system. One of the charges against Skiatron is that it sought to register stock which had already been sold. The stipulation covered stock trading through Maggeo Corp., wholly owned by Mr. Fox.

A further stipulation is being worked on by SEC counsel and attorneys for Mr. Fox and Skiatron outlining the financial status of the company and the progress and future of its pay tv plans. Richard Hemingway, executive vice president of Skiatron of America, met with the lawyers in private conference. Mr. Fox's attorney, Francis Purcell, said Mr. Hemingway could explain the progress of the closed circuit or wire pay-tv plan that the company proposes and its association with IBM, Packard Bell and Pacific Tel & Tel.

Robert M. Hislop, hearing examiner, adjourned the hearing until today (March 7).

IN THE HILL HOPPER . . .

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

S 3115. Sen. John O. Pastore (D-R.I.)—would give the FCC authority to require that new tv sets for sale be equipped to tune both uhf and vhf channels and meet other performance standards the FCC feels are necessary. Commerce Committee. Feb. 27.

HR 10817. Rep. Oren Harris (D-Ark.)—same as S 3115 above. Commerce Committee. March 1.

HR 10821. Rep. John J. McFall (D-Calif.)—prohibit falsely advertising to ultimate consumer that a product is being sold at wholesale price (amendment of Federal Trade Commission Act). Commerce Committee. March 1.

HR 10575. Rep. John V. Lindsay (R-N.Y.)—intended to strengthen and codify bribery laws in government, prohibits conflict of interest of all government employes other than in legislative branch and restricts present and former government employes in performing services for those who transact business with the government or are under government regulation. Judiciary Committee. Feb. 22.

SHORT TERM FCC LICENSES?

Proposed rule would make them possible

Still another step in its overall industry crackdown was taken by the FCC last week when that agency proposed a rulemaking to permit "occasional" issuance of station licenses shorter than the normal three-year period.

The proposed new rules would cover am, fm and tv stations and would authorize issuance of licenses covering any period of time up to and including three years. The Commission said that it might want to "make occasional use of shorter-term licenses in the case of any broadcast station which merits closer observation during a shorter period of operation."

No announcement was made of what "criteria" the FCC would take into consideration in issuing a 6-month or one-year license. One FCC spokesman —while acknowledging criticisms of the FCC as a "do-nothing" agency— said he was troubled by the things to be taken into consideration in granting short licenses. There was a sentiment expressed by some that brief operational authority could have conotations of a "trial" by government supervision.

The new rule would be designed to reach that type of operation which tries to make as much money as possible in any way possible, it was stated. The rulemaking is one of several outgrowths of the FCC's two-month industry hearing, concluded Feb. 1. Several witnesses recommended that the commission be given the authority to suspend licenses for rules violations.

FCC General Counsel John Fitz-Gerald has proposed to the commission that it seek authority to issue injunctions to stop undesirable station practices (BROADCASTING, Feb. 8). No action has been taken on his recommendation. The commission has in the past proposed that Congress authorize license renewals for a maximum of five years and legislation to accomplish this now is pending before the House Commerce Committee.

Text of the proposed new rule:

"Licenses for (type) broadcast stations ordinarily will be issued for a period of three years and, when regularly renewed, at three year intervals thereafter: Provided, however, that, if the commission finds that the public interest, convenience, and necessity will be served thereby, it may issue either an initial license or a renewal thereof for a lesser term. . . ."

The commission said the proposed new rules "would not only have a bettering effect on the performance of the station involved but would also have a beneficial influence on broadcast stations generally." Comments are due by April 1 with reply comments due 10 days later.

Kintner urges NAB Tv Code membership

Earl W. Kintner, chairman of the Federal Trade Commission, called on all tv stations to join the NAB tv code structure in his Feb. 29 address to the CBS-TV affiliates convention in Washington (see related stories).

"You would do well to expand the services of your own Tv Code Review Board and to work closely with it," he said. "I find it difficult to understand why all television stations are not in cooperation with that board. I think the work of that board, its mission, makes good sense and means self-regulation in the public interest."

Chairman Kintner praised CBS for a "magnificent" job in the current tv and advertising crisis. He said the commission has issued 51 payola complaints, with more to come. He felt broadcasters, record manufacturers and distributors, and disc jockeys have been treated to a "memorable lesson" and predicted "there's little inclination to invite any more of it."

He singled out network continuity acceptance groups for their rejection of "a great amount of material" but said the commission has many complaints built around "breathless claims for intimate products" that are "dropped on the dinner table."

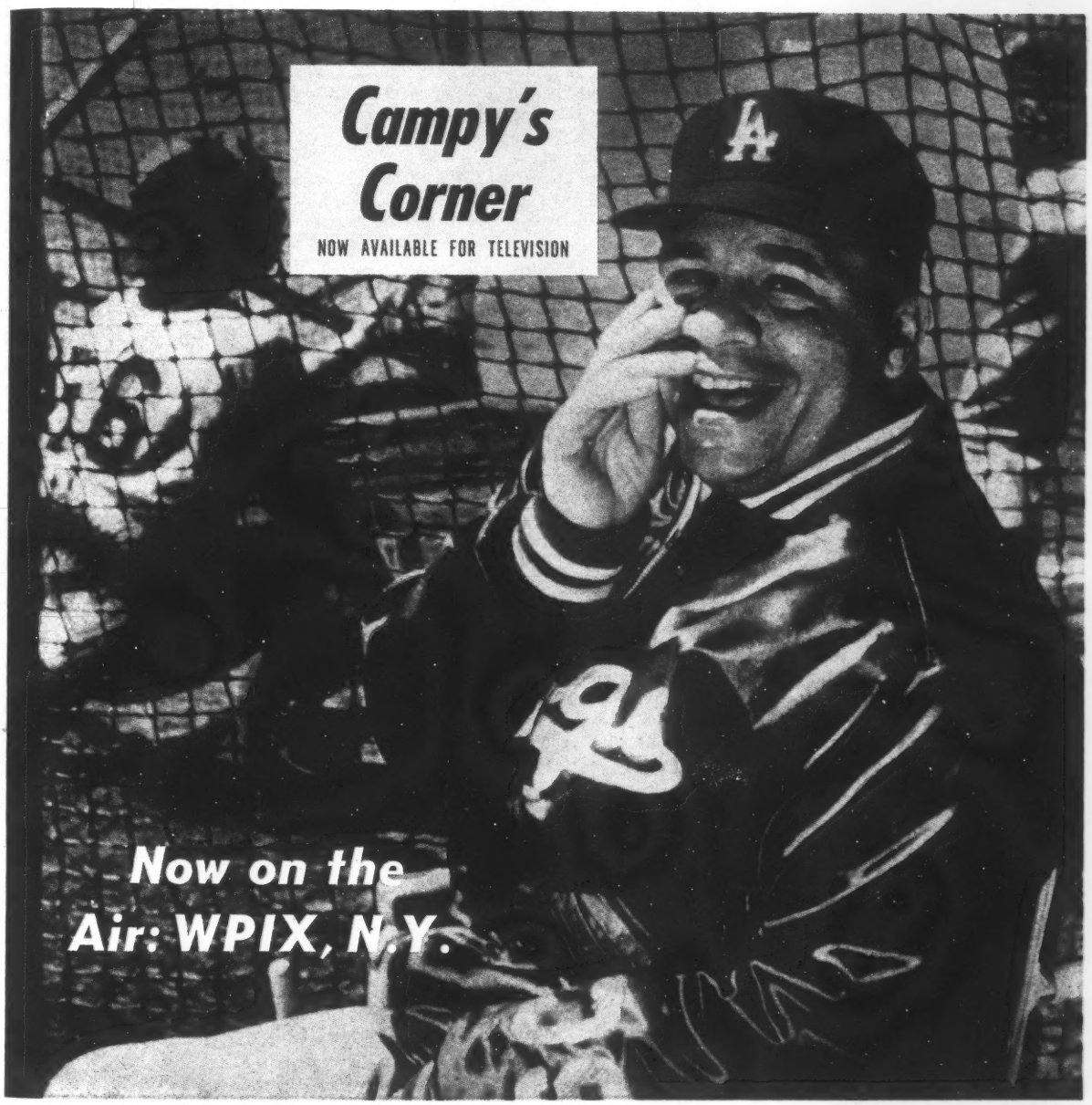
The chairman mentioned BROADCASTING and two general advertising publications as "highly useful publications." He offered a series of program suggestions based on his personal viewing at home.

Proposed 'fix' rules draw few comments

The FCC's proposed rulemaking banning fixed quiz shows or similar type programs failed to elicit either interest or information from broadcasting in general. With the March 1 deadline for comments past, only the three tv networks had anything to say on the proposal—and in each instance it was favorable.

Deadline for comments on companion rulemaking to outlaw payola was extended by the commission from last week to March 22 with reply comments by March 31. The additional time was granted at the request of the NAB.

CBS said that it supports the substance of the new quiz rules but made several suggested changes in language for clarification. For example, CBS said that a "contestant" should be distinguished from a "participant" on shows where pre-arrangements are



©1959 Time, Inc., By Robert W. Kelley

52 HALF-HOUR PROGRAMS FOR TELEVISION featuring CAMPY and CHRIS SCHENKEL . . . with two great guests visiting in **Campy's Corner** in each half hour. Whether reminiscing with Casey Stengel, cutting up with Willy Mays, teaching Yogi how to catch, or just reliving memories from Campy's Scrapbook . . . we guarantee more simple warmth and pure human interest than you have ever known before.

HERITAGE PRODUCTIONS / 730 FIFTH AVENUE, NEW YORK 19, N. Y. / CI 5-2166 or CI 5-6719

In the field with the FCC monitoring staff

The daily routine of an FCC field engineer can be dangerous, delightful, or just routine.

Witness the fact that a monitoring station in Nebraska was recently snowbound for several days.

Or hear about the FCC inspector who had a minor altercation with a California boat owner and found himself literally in deep water.

To further illustrate the point, a periodic roundup of the experiences of the Commission's field engineers makes mention of four youths in a Chicago suburb who built a radio station from bits of this and pieces of that. They were conducting man-on-the-street interviews when they made the mistake of interviewing an FCC field engineer. They went off the air rather quickly.

A visit to the studio revealed that the boys, operating full tilt with recorded music and free commercials, had even posted a schedule of staff penalties for violating the station's rules. They ranged from "goofing names on the news—3 cents" to "messing up commercials—5 cents."

Some other roundup highlights:

• A Baltimore man who owned a tv set of ancient vintage balked when he was asked to stop using the interference-creating set. He felt it should be replaced. Reminded of the law, he became somewhat more cooperative, was finally given a used —but better—tv set by the station concerned.

• A power company in Spokane, Wash., failed to find any defects in a power line suspected of creating disturbance on an FAA frequency. An FCC engineer located the particular line and gave the pole a few lusty whacks with his foot . . . which convinced everyone that this was the line responsible.

• In San Diego, Calif., police asked FCC engineers to examine some radio equipment found in the possession of a man arrested on a narcotics charge. The FCC-men found a miniature transmitter-receiver set specially constructed for signaling between confederates in a card game.

• In an earlier reported event, FCC field engineers in Florida traced down a transmitter sending antagonistic messages to Cuba, allowing federal officials to arrest two refugees from that country who were operating the clandestine station.

• That field engineer who got tossed into the drink by a California boat owner hasn't given up. He continues his administrative action against the man . . . but by mail.

made and understood by the audience. All three networks pointed out the steps they have taken individually to prevent future instances of fixing.

In the only comment filed last week on the payola rulemaking, multiple-owner Triangle Publications Inc. said that any new rule should recognize that the basic responsibility for controls to prevent payola rests with the licensee. Under proper auspices, Triangle said that it will join with other broadcasters in the formulation of industry plans or a voluntary code.

• Government briefs

Splendid record • Abuses by "a minority" in television can be prevented without being overpunitive, Sen. Alexander Wiley (R-Wis.) said in a "defense of television" made on the Senate floor. "In the midst of the investigations into mistakes, it is well to also remember the splendid record of accomplishments of the tv industry—within its brief lifetime," Sen. Wiley said.

Bill reported • The Senate Commerce Committee last week reported for the Senate calendar a bill (S 2812) which would require owners of abandoned radio and tv towers to keep them painted and lighted as usual until they are dismantled. No hearing was held on the bill.

Agency reform bills

The House Commerce Committee last week widened the scope of its planned hearings beginning March 15 on two agency reform bills. Chairman Oren Harris (D-Ark.) said four Senate-passed bills, all dealing with the organization and procedures of the FCC or other government agencies, will be added to the hearing agenda.

Chief counsel Robert W. Lishman of the House Legislative Oversight Subcommittee also said last week there is a "possibility" that a hearing may be held on another bill, already drafted, implementing some of the recommendations made in the "interim report" released last month.

PROGRAMMING

HOLLYWOOD ACTORS STRIKE

But Universal-International settles with SAG by giving in on post-'48 film sales

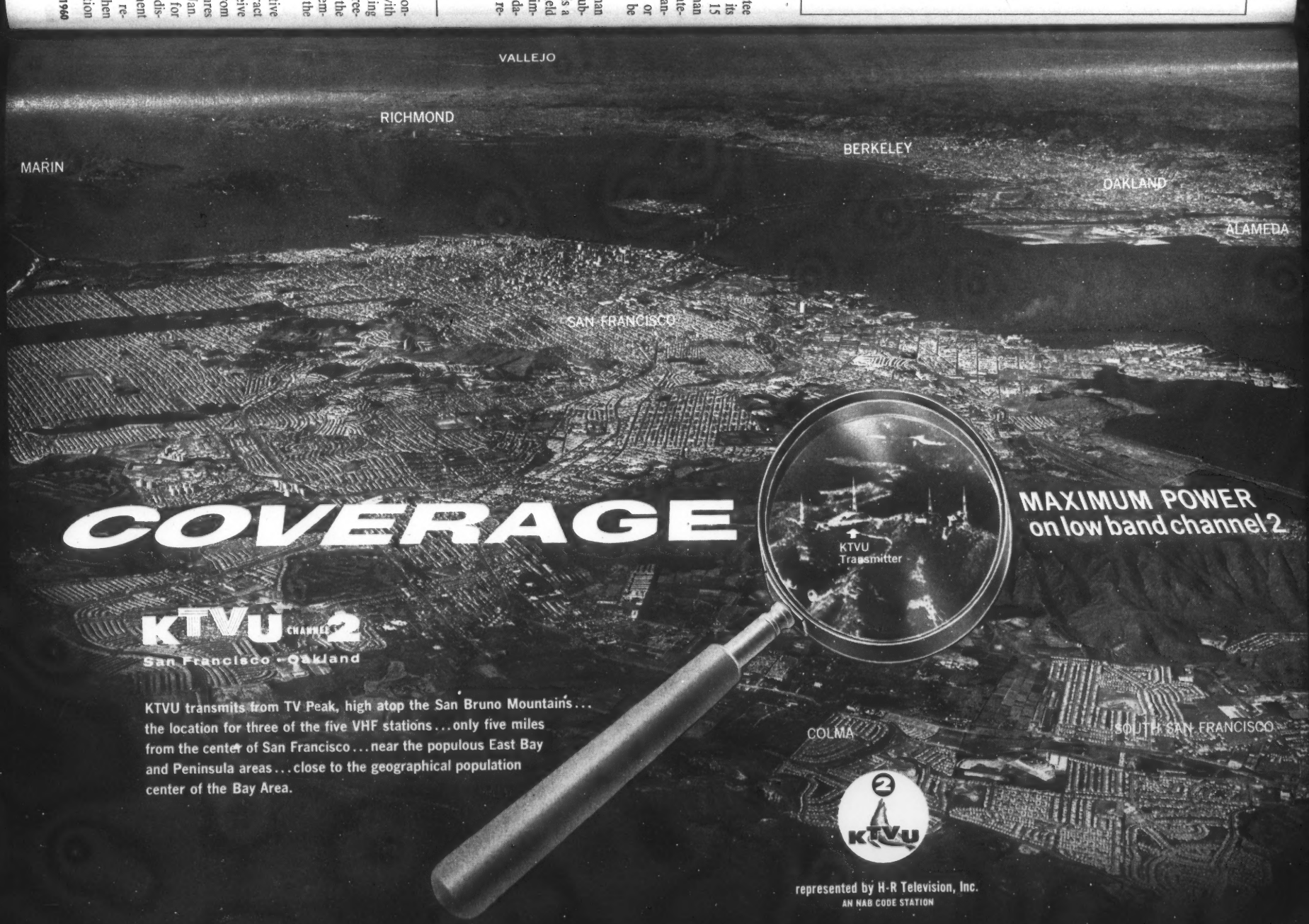
Screen Actors Guild is now on strike against the major motion picture companies unless there was an unforeseen change in plans between last Thursday (March 3) and today (March 7). Talks last week between SAG and the Assn. of Motion Picture Producers produced no change in their opposing stands on the matter of extra pay for actors employed in theatrical movies when those pictures are sold for showing on tv. To the guild, this is extra pay for extra use and perfectly proper. To AMPP, this is double pay for the same job and therefore completely improper.

Unlike the Writers Guild of America, which has been on strike against the major movie makers over the same issue since Jan. 16, SAG is not including the makers of tv films in its strike. Indeed, actors who are forbidden to work on motion pictures made by a studio may go ahead with their work on tv films produced by that same studio or a tv subsidiary.

Before the strike deadline, two agreements were announced by SAG. One is with Universal-International, which a week earlier had accepted a new contract from WGA. The other is with Dorchester Productions, now working the picture, *Oceans 11*. Both agreements include an acceptance of the SAG demand for a share for its members in producers' proceeds from the sale of theatrical films to tv.

The SAG-U-I agreement, retroactive to the end of the previous contract (Jan. 31), provides for actors to receive 6% of the total gross receipts from tv distribution of theatrical pictures made between Aug. 1, 1948, and Jan. 31, 1960, after deduction of 40% for distribution when the pictures are distributed under a distribution agreement (which is actually 3.6% of gross receipts before distribution costs). When the sale to tv is outright, the deduction

VALLEJO


VALLEJO
RICHMOND
MARIN
BERKELEY
OAKLAND
ALAMEDA
SAN FRANCISCO
COLMA
SOUTH SAN FRANCISCO
COVERAGE
KTVU Transmitter
MAXIMUM POWER
on low band channel 2
KTVU CHANNEL 2
San Francisco - Oakland
KTVU transmits from TV Peak, high atop the San Bruno Mountains... the location for three of the five VHF stations... only five miles from the center of San Francisco... near the populous East Bay and Peninsula areas... close to the geographical population center of the Bay Area.
2
KTVU
represented by H-R Television, Inc.
AN NAB CODE STATION

is reduced to 10%. On pictures made after Jan. 31, 1960, the producer will pay 7% to actors, with similar deductions. The agreement covers all theatrical pictures, regardless of whether their theatrical showings have given the producer a profit or a loss.

When a theatrical film made after Jan. 31, 1960, is released for pay tv, SAG has the right to reopen the U-I contract to negotiate fees for such release. All other photoplays released by pay tv will be considered as theatrical releases, with no additional payment to actors.

The agreement between U-I and the Writers Guild of America reached the previous week (BROADCASTING, Feb. 29) calls for a 2% payment to writers from the sale of theatrical films to tv, less a 40% distribution cost deduction. WGA has the right to reopen this contract, a five-year pact, after two years and three months to negotiate terms for films made for pay tv.

The agreement between SAG and U-I provided for the company to pay 5% of all actors' earnings into a pension and welfare fund to be administered jointly by producers and the guild. For fund calculations, a limit has been set of $100,000 salary per actor per picture.

Salary increases include: day players, increased to $100 a day; weekly free lance players, up from $300 to $500 a week; stunt men, up from $90 to $100 a day, or from $345 to $400 a week; contract players (formerly with varying pay scales) raised to $300.

The Dorchester agreement follows the same pattern as that of the U-I pact. It was signed by Frank Sinatra, for the company, and Ronald Reagan, SAG president, for the union on Thursday (March 3).

In addition to extra payments to the actors, should Dorchester pictures ever be released to tv, the contract calls for Dorchester to pay into a SAG pension and welfare fund an amount equalling 5% of the total earnings of all actors in the picture, subject to the $100,000 limitation.

AFTRA's Hollywood chapter, at a membership meeting Feb. 25, voted unanimously to support SAG if a strike takes place against the motion picture producers. The same meeting also acclaimed the Cole report urging a merger between AFTRA and SAG (BROADCASTING, Feb. 22).

Negotiations between the radio-tv networks and the Writers Guild of America on contracts covering staff and free-lance writers were scheduled to resume in New York last Thursday (March 3) but they have been postponed until Wednesday (March 9). Management received the guild's proposals two weeks ago (BROADCASTING, Feb. 29).

Naval aid • A one-hour documentary on submarine warfare, filmed and broadcast by KFMB-TV San Diego, will be used by the Navy for recruiting-by-television. The Navy hopes to place the show, *Target U.S.A.*, on stations throughout the country. WTTG (TV) Washington was to carry it Saturday, March 5, at 3:30-4:30 p.m. A print of the film was delivered last week to Secretary of the Navy William B. Franke by George Whitney, general manager of KFMB-AM-TV and vice president of Transcontinent Television Corp. which owns the station. In picture (l-r) are Chief Torpedoman Hubert H. Rauch, of the Navy recruiting service, Mr. Franke, Mr. Whitney and Rep. Bob Wilson (R-Calif.), whose district includes San Diego.

MPO stock offering soon oversubscribed

An offering of 150,000 shares of Class A stock of MPO Videotronics Inc. New York, was made last Wednesday (March 2) at $10 a share. The firm produces film commercials and industrial films. Underwriters headed by Francis I. duPont & Co., New York, reported the offering was "almost immediately oversubscribed."

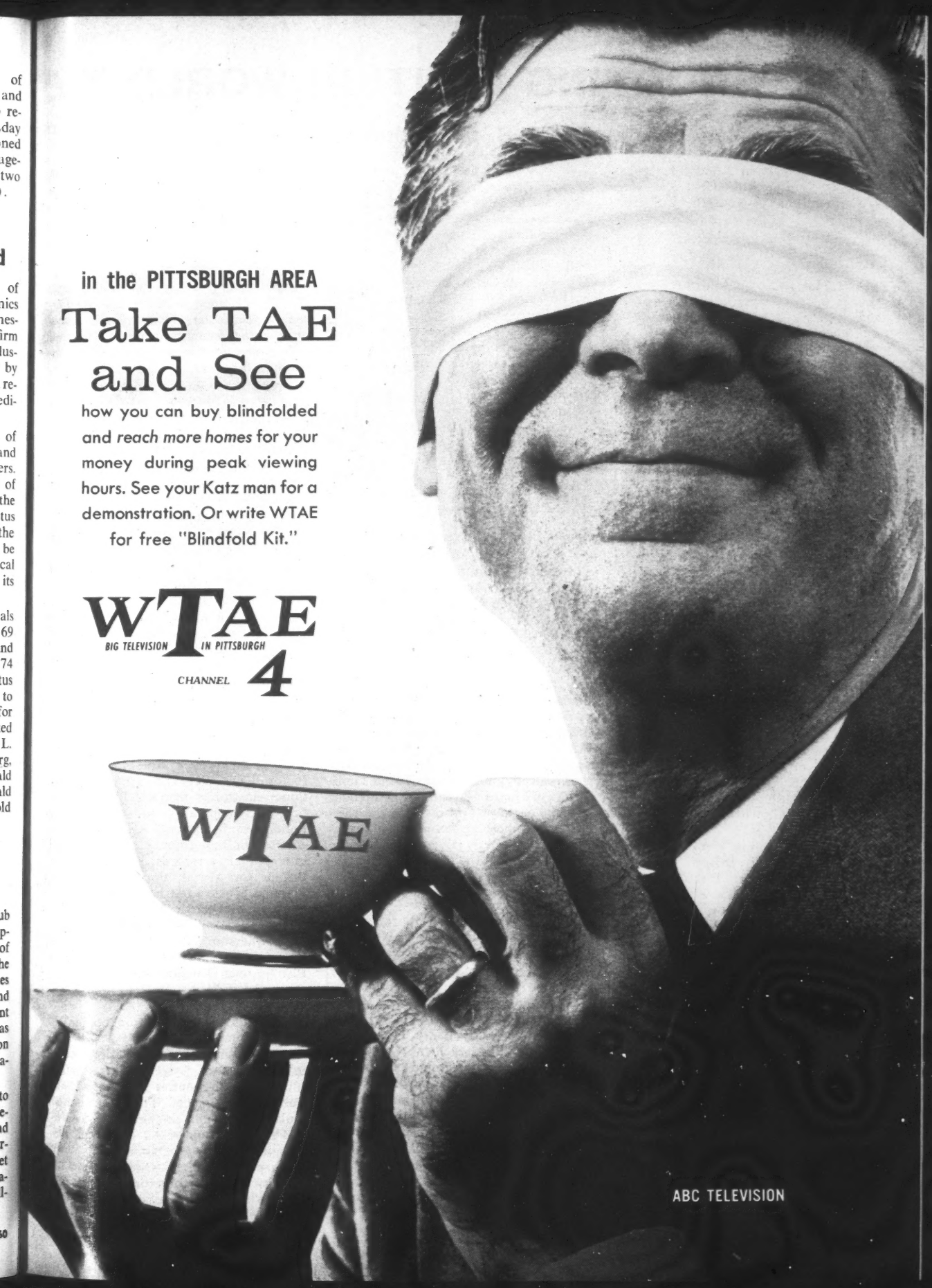
The 150,000 shares consisted of 100,000 owned by the company and 50,000 owned by certain stockholders. The company will not receive any of the proceeds of shares being sold for the account of stockholders. The prospectus states that $900,000 will accrue to the company's working capital and will be used for investing in new technical processes or for improvements of its studios.

A summary of MPO sales reveals that gross income rose from $1,066,169 in 1955 to $6,047,507 in 1959 and net earnings from $38,535 to $987,174 in the same periods. The prospectus shows that aggregate remuneration to the five top officers of the company for the year ended Oct. 31, 1959 amounted to $49,400 each. They are: Judd L. Pollock, president; Marvin Rothenberg, vice president and secretary; Gerald Hirschfeld, vice president; Gerald Kleppel, vice president and Arnold Kaiser, treasurer.

Community Club's International firm

International Community Club Awards Inc. has been formed as a separate entity to handle operations of Community Club Awards outside the continental United States. It operates in Puerto Rico, Australia, Hawaii and Canada. W.M. Carpenter is president of the new organization, which has signed All-Canada Radio & Television Facilities Ltd. as Canadian representative.

Canadian stations are contracting to start their CCA campaigns simultaneously, which would enable national and regional advertisers to plan product participation and make multiple-market buying much easier. So far eight stations have signed contracts with All-Canada.


in the PITTSBURGH AREA
Take TAE and See
how you can buy blindfolded and *reach more homes* for your money during peak viewing hours. See your Katz man for a demonstration. Or write WTAE for free "Blindfold Kit."
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
ABC TELEVISION

ATV 'SHOOTING LIMIT' IN WORLD TV

London-based firm adds U.S. tv market to its bulging portfolio

The principals in London's Associated TeleVision Ltd. liked the view from their suite in New York's Sherry-Netherland. Fifth Ave. at 59th St. captures so neatly that "big American market" look.

"We are not here to amass more profit. It's the long pull that counts. Our aim is to establish prestige, to build ATV's image around the world and become truly worldwide."

But, as an afterthought, ATV's Val Parnell and Lew Grade added, "Of course we'll be paid for what we supply to tv in this country."

Val Parnell is managing director of Associated TeleVision Ltd. and Lew Grade is his deputy managing director. These two represent a new class of British magnates, created in the past four years of commercial tv operation. They granted an exclusive interview at their hotel at the conclusion of a week's "courtesy exchange visit" to top network and film executives here and soon afterward flew back to London.

They left behind in America several negotiations still to be completed. Though not in the U.S. for negotiation (certain program arrangements have been continuing), Mr. Parnell and Mr. Grade gave a personal lift to this phase of the ATV operation.

Present also at the interview was Michael Nidorf, newly-elected board chairman of Independent Television Corp., New York, now ATV's wholly-owned tv production-distribution company in U.S. Said Mr. Nidorf: "We look to establish ATV as the stamp of quality in tv known and respected the world over."

World Distribution • ATV, they asserted, covers the British Commonwealth, operates in England, roves Europe as well and is established in Australia. The missing piece (they exclude iron curtain territory) has been the "western hemisphere" and that means the U.S. primarily. A foothold in this country was gained through a half ownership of ITC in New York, sharing with the Jack Wrather-John L. Loeb interests. In early February, the Wrather-Loeb 50% ownership was acquired (BROADCASTING, Feb. 15).

ATV is no holding operation. Already there are program agreements concluded, in negotiation or in the hopeful stage in this country. An agreement with NBC-TV will have Jack Paar taping shows at the end of March in England. These will fill a week of U.S. programming of the *Jack Parr Show*.

ATV will co-produce a pilot film, *13 Via Veneto*, one-half of the pilot produced by ATV at MGM Studios in London where ATV leases space. This show is aimed for next season.

Specials on CBS-TV • Arrangements with CBS-TV — for which it tapes *Person to Person* segments in England and in Europe—would enable ATV to introduce several projected taped specials to the U.S. audience in the fall. "CBS-TV," commented Mr. Nidorf, "will buy production know-how and facilities and that is all." This particular arrangement is expected to be wound up in about two weeks, though "resolved in principle."

A series, *Danger Man*, is being filmed by ATV, through ITC in the U.S. For this one, ATV seeks a network sale but so far did not stimulate the response wanted. The gentlemen from ATV feel they have the "find of a century"—U.S. born Patrick McGoohen—playing the lead (they signed him to a long-term contract a month before he won the actor's award in Britain last December). Mr. Nidorf exclaimed, "If America is ready for another 'matinee idol' then he is McGoohen."

ATV is going ahead and producing the series in full. ATV is assured of play on its own program facilities in England. They explain that all products made by its subsidiary in England—Incorporated Television Co.—or by the U.S. subsidiary—Independent Television Corp.—"at one time or another automatically finds its way on our facilities." ATV also is virtually assured of syndication the world over. In the eastern hemisphere it syndicates in 35 countries, while in the West, ITC in New York syndicates series in this country, in Canada and also abroad.

Programming Sights • ATV's leadership also gave the green light to these ITC (the U.S. subsidiary) series in addition to *Danger Man* and *13 Via Veneto* (story of a tourist agency): *Whiplash* (filmed in Australia), *Ambassador's Daughter*, *Ghost Squad* (one-hour series being filmed in England) and *House of Risks*, a story of an insurance firm.

Live production (on tape) plans include a start on June 1 on *24 Hours in a Woman's Life* (reportedly for CBS-TV) in which Ingrid Bergman is tv star; taping or filming of Pat Boone at the London Palladium (operated by Mr. Parnell), of a performance of "Julius Caesar" by Orson Welles at Bath, England, and a documentary on Greece.

ATV Profile • A brief profile of ATV shows a company that in four years went from a $4 million loss operation to a record $15 million annual profit before taxes (British government takes some $8 million) in 1958 and 1959. In 1957 its profit was $10 million. ATV started as a program contractor in 1955 in England where it programs in the Midlands weekdays and London weekends.

Principal stockholders are Messrs. Parnell and Grade; Moss Empires, a large theatre chain operation; the *London Daily Mirror* and the *London Pictorial* and Pye Ltd. (giant international electronics firm). ATV is a publicly-held company and is on the London exchange and is sold over the counter in this country. ATV has an interest in Pye records, is franchised in Britain for Muzak through subsidiary Planned Music Ltd., has controlling interest in McQuarrie Stations as well as a film studio in Australia, took over full ownership of the British ITC in 1958, owns National Studios (film) at Elstree near London and has leased space at MGM in London where it will use "some of the stages."

ATV also is a "large stockholder" in British Relay Wireless (pay tv developer) and in Wired Television (community antenna systems). Its smaller subsidiaries are active in Canada, the Bahamas, Jamaica, Trinidad, British Guiana, Bermuda and East Africa.

The Big Look • As to broad philosophy:

On pay television—One problem the "pay tv folk are forgetting is they will have to program on a regular basis for

Music crusade

A 31-year-old New Yorker, who dislikes rock 'n' roll, is spending about $2,400 on WINS New York to buy two hours of time to play the kind of music he enjoys—the music of the 1930's. Called *Reserved For Gilbert*, the program will be heard on WINS on March 1 (7-9 p.m.). Tom Gilbert, president of the S. L. Gilbert Co., said his sponsorship is "a personal crusade for music I consider good." He will use commercial time only on the hour and half-hour for "institutional-type" advertising about the Gilbert hosiery business and proper habits of attire.

entertainment. Where will all the novel entertainment come from? We are prepared for pay tv if there ever is anything to exhibit on pay tv."

On its global concept—ITC in the U.S. is claimed to be the only company to offer the most realistic worldwide distribution. "World syndication is assured. We look forward to distribution to every part of the globe. ATV has been helping countries to start in tv. It is operated with a view to the future."

About color—"We are exploring its feasibility."

At its National Studios, London, ATV is converting a stage to a live studio that will be "modern and technically equipped" and where taping can be on U.S. or British standards, though most likely ATV will tape as much as possible on a simultaneous basis. This will be ready in June.

Mr. Grade, who with a rapid sweep expresses broad concepts as easily as he does specific plans, also outlined a number of specials ATV might deliver for the mass audience in the U.S.

The specials taped for the U.S. audience will make liberal use of the ATV mobile tape unit acquired in November. ATV claims it is the largest in the world and is used in Europe as well as in England. It is made up of four vehicles.

For the American market, Mr. Grade and Mr. Parnell explained, "We will produce entertainment product." They plan to tape the Vienna State Opera; a famous riding school in Spain, and the Tivoli Gardens in Copenhagen. They also will tape "every important classical drama" for use in Britain and possibly in the U.S.

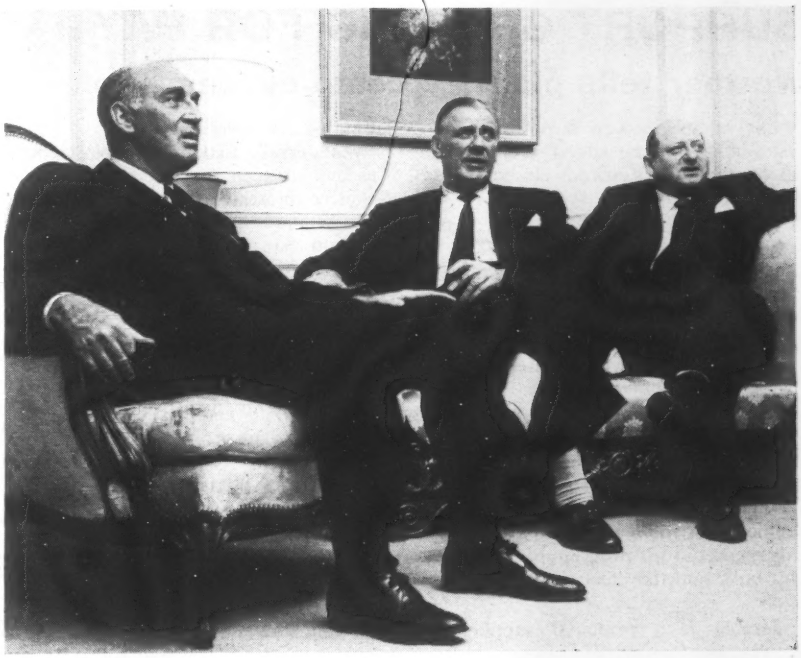
As for exchange programming, ATV is not interested in kinescoped shows. "It is not justifiable—we never buy them." (England has a quota system permitting only 14% foreign film import, so most programming is live or on British-made film. But U.S. shows are taped on American standards and thus kinescopes have been offered.)

Who They Are • Val Parnell and Lew Grade are rated among "the world's greatest showmen." Mr. Parnell is the son of veteran variety star Fred Russell and started his career in the theatre in 1907. He later became a booking manager and was appointed general manager of Moss Empires in 1931 and managing director in 1945. He has personally directed the London Palladium and brought it to tv (ATV plans to do a taped special of the tv show tailored for the U.S. audience).

Mr. Grade had been partners with his brother in the Lew and Leslie Grade Agency, largest talent agency in Britain, and now is a non-active partner. With the British ITC (before he joined the ATV management), Mr. Grade produced *Robin Hood, The Invisible Man* and other series. He has handled celebrated stars both British and U.S. during his career. His parents were leading amateur singers from Russia who visited England in 1912 to sing at the Scala Theatre for four weeks and stayed.

Mr. Nidorf is one of two Americans close to ATV's top management (the other is former CBS Films head Leslie Harris who is in charge of international production for ITC and headquartered in London). He was ITC vice chairman who took over as board chairman when ATV acquired the company. He has been active as ATV's representative in the U.S. and in other countries, includes talent agency background (headed General Artists Corp. at one time) and resigned from Official Films' board chairmanship in 1955. He's maintained a close association with Mr. Grade, had managed through GAC nearly every top band in the U.S., introduced Glenn Miller and Artie Shaw to the public and still personally manages Jo Stafford. He was a key figure in the organization and conception of ITC in this country.

ITC in the U.S. has several film series in syndication. Mr. Nidorf reported that its *Four Just Men* has grossed nearly $2 million and its *Interpol Calling* is reported off to a similar start.



'Establish prestige' • That's the goal of these principals in Associated Television Ltd. of London. They met in New York fortnight ago to discuss the U.S. tv marketing phase of ATV's world-wide expansion. L to r: Michael Nidorf, board chairman, Independent Television Corp., New York, ATV's wholly-owned American production-distribution firm; Val Parnell, ATV managing director, and Lew Grade, ATV deputy managing director. Both Messrs. Parnell and Grade have returned to London.

Muzak-Jerrold tie is under discussion

Marriage of Muzak and community tv systems appears in the offing. Discussions already have been initiated between Muzak Corp. and Jerrold Electronics Corp., Philadelphia manufacturer of catv equipment which also owns nine cable companies, it was disclosed last week by Jack D. Wrather, who owns Muzak. Mr. Wrather is a new member of the Jerrold board of directors, following his agreement to buy 222,000 shares of Jerrold stock from Mr. and Mrs. Milton Shapp. Mr. Shapp is the president of Jerrold and has also sold 322,000 of his shares to John L. Loeb, senior partner of Carl M. Loeb, Rhoades & Co.

In discussing the Muzak-Programmatic Broadcasting Service link with Jerrold, Mr. Wrather said this relationship could very well enhance considerably the range of programming now provided by the more than 800 of these cable systems throughout the U.S.

Muzak is a wired music service used by restaurants, factories and public places. Programmatic Broadcasting Service is Muzak's sales arm in selling its music service to radio stations.

[*Also see stories pages 76 and 98*]

SUPPORT GROWING FOR PAY TV

Wrather tells plans; Toronto success claimed

Pay television won a powerful ally last week—but the added strength was all on the side of wired, closed circuit tollcasting.

Jack D. Wrather, broadcaster, radio-tv producer and owner of the Muzak Corp., made his position known at a joint news conference in New York with Milton J. Shapp, president of Jerrold Electronics Corp., held to explain Mr. Wrather's newly-acquired interest in the Philadelphia firm.

Mr. Wrather said programming is the major key to the successful operation of wired pay tv. Neither he nor Mr. Shapp viewed on-the-air toll tv as having immediate potential. As yet, neither man could see how pay tv interests could bid for programming sources. But both said they feel pay tv is sure to come.

Jerrold is a principal supplier of equipment for the Telemeter system in Toronto which opened on a wired basis Feb. 26. This role does not preclude Jerrold from setting up its own systems, Mr. Wrather commented.

Jerrold, Mr. Wrather added, "is a leading exponent of wired pay tv and would be a logical vessel as owner of pay tv systems" once such a service proves "practical."

Pay-Tv and catv • Introduction of pay tv in the United States through community tv systems is being considered, Louis A. Novins, president of International Telemeter, said last week in an interview in New York.

Mr. Novins noted that there are some 800 catv operations in the U.S. The Telemeter pay tv system could be fed via the same cable which is now being used to feed off-the-air signals to customers, he said.

Telemeter would add pay tv in areas where there is "an inadequacy of on-the-air signals," Mr. Novins said. He observed that development of this project would be in association with other interests.

Meanwhile in Toronto, everybody seems happy about the first pay television programs. A telephone survey by Trans-Canada Telemeter, operating company of the Toronto system, consisting of 41 men and 57 women subscribers, showed that after three days of operation, 71% watched the opening feature film presentations "Nun's Story" and "Journey to the Center of the Earth." 64% said they liked what they saw.

The survey disclosed that both Saturday and Sunday matinees were watched by about 30% of the subscribers. The Saturday matinee, at 25¢, was programmed for children.

'Wonderful' Reaction • No report was available on the box office for the first live sporting event. This was the Feb. 28 hockey game from New York's Madison Square Garden between the Toronto Maple Leafs and the New York Rangers.

E.E. Fitzgibbons, operating manager of Trans-Canada Telemeter, said "Reaction has been wonderful. We are having trouble pacifying those who have signed up but haven't been connected."

There were 1,000 subscribers connected at the inception of the Telemeter system. The company reported that it had more orders for connections than it could handle immediately.

Opinion of viewers have varied from enthusiastic to that of Dennis Braithwaite, *Toronto Daily Star* columnist, who criticized the choice of films.

In New York, International Telemeter announced that Jean Dalrymple has been assigned as executive producer of "Theatre in the Home." Miss Dalrymple is a noted producer-director in theatre and light opera companies in New York. She is one of the producer-directors of NTA's *Play of the Week*. The Telemeter appointment was called a "noteworthy beginning" in the signing of creative personnel to produce programming for Telemeter, Mr. Novins said.

Telemeter also announced that it would expand its Toronto operation into other Canadian markets in the near future.

• Film sales

Almanac (Official Films)

Sold to KREM-TV Spokane, Wash., KING-TV Seattle; KIMA-TV Yakima, Wash., KGW-TV Portland, Ore., WXEX-TV Richmond, Va., WHNC-TV New Haven, Conn., WSPD-TV Toledo, Ohio, and WSM-TV Nashville.

Background: Five-minute across-the-board series launched Jan. 1. Produced by Richard B. Morros and utilizes newsreel coverage of past 50 years by Hearst Metrotone News Inc. Single event for each day of year offered. Some purchasers spotting series as much as four times a day.

Now in **38 markets.**

The Pioneers (Crosby/Brown Productions)

Sold to KCOP (TV) Los Angeles, WPIX (TV) New York, WDSU-TV New Orleans, WAFB-TV Baton Rouge, La., KPTV (TV) Portland, Ore., WNEM-TV Bay City-Saginaw, Mich., WAGA-TV Atlanta, KSD-TV St. Louis, KGUN-TV Tuscon, Ariz., and WSPD-TV Toledo, Ohio.

Now in **30 markets.**

Manhunt (Screen Gems)

Sold to KMBC-TV Kansas City, KCPX (TV) Salt Lake City, WTVD (TV) Durham, N.C., and WCTV (TV) Tallahassee, Fla.

Now in **152 markets.**

This Week in Sports (Hearst Metrotone News Inc.)

Sold to National Assn. of Insurance Agents, through Doremus & Co., for sponsorship on WDEF-TV Chattanooga, WDXI-TV Jackson, WJHL-TV Johnson City, WATE-TV Knoxville, and WSM-TV Nashville, all Tennessee. Insurors of Knoxville will be alternate-week sponsor in Knoxville.

Coronado 9 (MCA-TV)

Sold to Food Fair Stores Inc., through Harry Radcliffe Adv. Agency, for unannounced number of Florida stations. Other recent buyers include 13 tv stations.

Now in **125 markets.**

[Ed. note—MCA-TV has policy of not disclosing call letters]

San Francisco Beat (CBS Films)

Sold to WHEN-TV Syracuse, N.Y.; KOSA-TV Odessa, Tex.; KROD-TV El Paso, Tex.; KGNS-TV Laredo, Tex.; KSL-TV Salt Lake City; WTVY(TV) Dothan, Ala.

Now in **167 markets.**

The Honeymooners (CBS Films)

Sold to KSL-TV Salt Lake City; KROD-TV El Paso, Tex.; KNOE-TV Monroe, La.

Now in **142 markets.**

You Asked For It (Crosby/Brown Prods)

Sold to WGAL-TV Lancaster, Pa.; KTSM-TV El Paso, Tex.

Now in **15 markets.**

Open forum planned

WBT Charlotte has invited all of four North Carolina gubernatorial candidates to participate in an "open forum" program March 22. It has also offered to make the program simultaneously available to all other radio stations in the state. Program is scheduled to last at least two hours, beginning 8 p.m. The format would have each candidate giving a five-minute speech at the start with order to be determined by drawing lots. Thereafter telephone calls from listeners addressed to specific members of the forum will be broadcast, followed by the candidate's answer. WBT has emphasized that this will not be a debate and that there will be no cross examinations nor questions addressed to one candidate by another.

INFLATION PUNISHES THE PRUDENT

No matter who you are, or how much you have, rich or poor, inflation is punishing *you*. Insidiously, it is weakening the whole living fiber of our national morality—because it destroys the incentive for thrift. Being prudent loses much of its value when you watch your savings, pensions, insurance, and wages shrink before the erosion of inflation.

REPUBLIC STEEL

CLEVELAND 1, OHIO

INFLATION ROBS US ALL

Republic Steel produces the world's widest range of standard steels and steel products. Among these products are many which help speed the erection of schools and reduce their costs. These products introduce new efficiencies into the building field. This is the way for the nation to get more for its labor, without creating inflation.

Consider this product: The VISION-VENT® Window Wall. This is a metal sandwich shipped to the site complete with insulation, a window and spandrel. The entire piece of wall is easily and quickly bolted to the school's steel frame. Because it is so thin—usually three and a half inches—it permits more floor space. Your school architect can explain how this item amounts to a very significant total in square feet saved. Furthermore, VISION-VENT Window Walls can be removed and re-used. This allows your school architect to design the building to be inexpensively expandable.

Ask your school architect, or school board member, about VISION-VENT Panels, made by the Truscon Division of Republic Steel.

Report on radio-tv given church group

The general board of the National Council of Churches has been given a draft report of a two-year study on religious broadcasting in the U.S. The board was not asked to approve the special committee's document, but only to receive it, with any proposals for future action by member churches to be offered in the committee's final report due in June, according to an NCC spokesman.

Dr. R. H. Edwin Espy, committee secretary and associate general secretary of the council, told the board in Oklahoma City Feb. 25 that "an overall appraisal of religious broadcasting is difficult, if not impossible." However, the report maintains that television and radio "should be neither acclaimed nor deplored critically. They are with us to stay and their effect will be dependent on the use made of them."

Other observations in the background report: at times influence of mass media will run parallel to objectives of churches, at other times objectives will be uncongenial and even antagonistic to one another; the committee views media as instruments of disclosing or obscuring the Word of God; many local religious programs are mediocre or of inferior quality and some may be regarded as doing a disservice to the cause of true religion, and it is the judgment of the committee that churches should make more use of available research on mass communications.

The general board, policy making body of the National Council of Churches, in February 1958 assigned some 40 representatives of member denominations and radio-tv executives and others to study the role of religion in broadcasting and in films.

• Program notes

Tee formation • Five remote trucks, each equipped with cameras, covered the play on four separate golf courses for KTTV (TV) Los Angeles in the Palm Springs Desert Classic. Competing for purses totaling $100,000 were leading amateur and pro golfers, with the amateurs going 72 holes and the professionals 90. KTTV used a 100-inch lens to make possible extreme close-ups, following close play from tee to green.

Detroit vtr center • Giantview Television Network Inc., Detroit, is offering complete video tape studio production facilities in addition to its mobile tape unit. New studio services include origination, video taping, editing, tape duping, special effects on tape and tape transfer to kinescope or film. Equipment in its 40 by 40-foot shooting stage includes five cameras, two video tape recorders, film and slide equipment, complete lighting, six-channel sound equipment and both tape and disc playbacks.

Ski scoop • Ray Lankey, news photographer of WIIC (TV) Pittsburgh, scooped the opposition through his athletic prowess on skis. In a recent spectacular snowstorm, traffic was tangled along the Pennsylvania Turnpike. Mr. Lankey skied to the scene where hundreds of motorists were stranded to get on-the-spot coverage for WIIC news shows. He was also interviewed on the program and described the harrowing conditions under which he shot the film.

Kiddies vs. tv • WEWS (TV) Cleveland, Ohio, is airing a series of filmed discussions on the effect of television on children. Donald L. Perris, assistant general manager of the station, went to the Gesell Institute of Child Development in New Haven to film four-10-minute interviews with Dr. Louis Bates Ames, director of research. Other leading figures from various fields have presented their views on the show which is scheduled in prime time during the daytime and evening viewing hours.

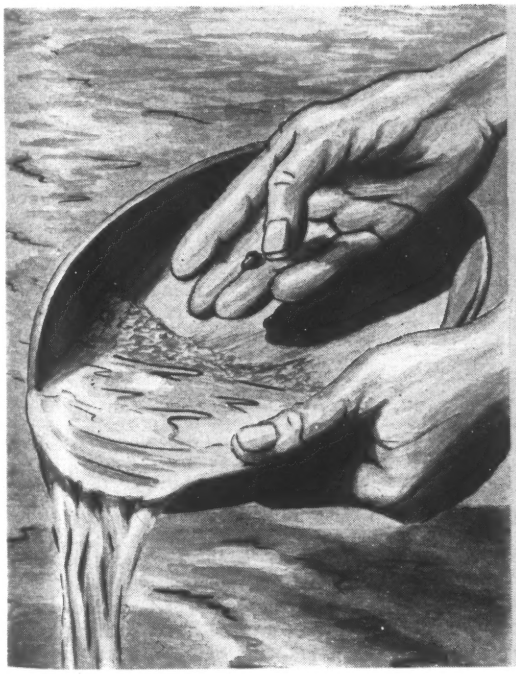
'Bing-bang' captured • The sounds of shore bombardment from the big guns of a cruiser as well as the miscellaneous sounds of the Navy in action, have been recorded at sea by MP-TV Services Inc., an affiliate of Radio Recorders. Recorded during naval maneuvers, the "sounds of the Navy" will be fully described in a catalog to be issued by MP-TV, 7000 Santa Monica Blvd., Hollywood, Calif.

Three for free • Association Films, Inc., N.Y., is distributing in color and monochrome: *The Ages of Time*, 14.5 minutes (history of timetelling produced for Hamilton watch); *The Big Change in World Markets*, 28.5 minutes (economic documentary for First National City Bank of New York), and *Trouble in Paradise*, 12.5 minutes (inflation story for Institute of Life Insurance). *Trouble* comes with a script kit for integration of local live material into an expanded half-hour show. Association Films tele-centers are in Ridgefield, N.J. (Broad at Elm); La Grange, Ill. (561 Hillgrove Ave.); San Francisco (799 Stevenson St.), and Dallas (1108 Jackson St.)

EU&E dollar figures • Screen Gems, N.Y., announced last week that the west coast department of Elliot, Unger & Elliot, commercial production division of SG, grossed more than $1,850,000 in its first year of operation. Screen Gems acquired EU&E in February 1959. EU&E started Feb. 18 on a series of seven half-hour programs for the National Educational Television and Radio Center, N.Y. The series, entitled *Hats in the Ring*, marks the first programs to be taped at EUE's video tape facilities. Telecasting of *Hats in the Ring* starts April 3 on NETCR's network of 44 etv stations. The series will be offered later to commercial stations, but on a non-commercial basis, it was announced.

Film clips • Telefex Film Productions, Vancouver, B.C., Canada, offers tv stations in that country and the U.S. a program package of film clips called "Multi-Clips," in which categories of program promotion spots can be spliced onto the spot. Such titles as "Special Feature," "Adventure," "Coming," and the days of the week are available with sound tracks featuring a roll of snared drums and a fireworks background. Other special effects are also in stock. Clips, which splice

A GOOD WAY TO GET THE GOLD



Facts are the fabric of sound decisions.

And it's a fact that there's *gold* in the Shreveport market . . . a major share of which is being spent by KSLA-TV viewers for products seen on the *clean, clear picture* KSLA-TV offers the Ark La Tex! It's a further fact that *more people watch and prefer KSLA-TV* (and we have the ratings to prove it)!

Our prospectors, *Harrington, Righter & Parsons,* have ALL the facts and will help you "pan" your share of the gold from this rich and growing market!!

KSLA TV

CBS

channel 12 *shreveport, la.*

KJEO-TV

Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel

47

Fresno

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative H-R

smoothly with the spot, are 1 to 10 seconds each. For free samples write: Telefex, 996 East 57th Ave., Vancouver, 15.

Pat O'Brien goes tv • Headed for fall viewing on ABC-TV is a new family situation series starring motion picture actor Pat O'Brien. Entitled *Harrigan and Son,* Mr. O'Brien's first tv series has been created by Cy Howard and will be produced by Desilu Productions Inc. According to the network, Mr. O'Brien will portray a widower and lawyer whose son, a recent graduate of Harvard Law School, becomes his associate.

Frank discussion • An hour-long discussion, *Pornography, A Dirty Business,* aired on WNAR Norristown, Pa. Feb. 21, has been called the "frankest discussion of this problem." Written, directed and narrated by WNAR news director Jim Klash, the program teamed police officials, political figures and civic leaders for an exploration of every facet of the distribution of obscene literature and its effect on the youth of the nation. Several civic organizations, a senator (Hugh Scott), and a congresswoman (Kathryn Granahan), and others, endorsed the program. A tape is being made available to other stations and civic groups for replay.

Fashion premiere • Macy's, New York, is premiering its latest fashion imports in a local color special Sunday (March 13, 10:30-11 p.m.) EST) over WRCA-TV. The store, through its agency, Grey Adv., is packaging the retail "Fashion First." Sponsor is Alpine Cigarettes, through Doyle, Dane & Bernbach.

Along with the original French-Italian models, Macy's will show its own line-for-line copies, all in their first public showing. Craig Allen is producer-director and Macy's Majorie Reich will do commentary. Instrumental in the undertaking was an ex-Macy's man turned tv promoter.

Two 'pilots' • National Telefilm Assoc. reports it will place two pilot films, tentatively titled *Maritime Lawyer* and *The Man From Washington,* into production next month. Both will be action-mystery series.

AFM vs. MGA • American Federation of Musicians has been chosen as collective bargaining agent for musicians employed by C.P. MacGregor and Bomar Record companies. Musicians Guild of America won representation rights for musicians working at Essex, in mail balloting conducted by NLRB's office in Los Angeles. Votes were AFM 95, MGA 15, with one challenged, MacGregor; AFM 4, MGA 3, no challenges, at Bomar; AFM 47, MGA 54, 4 challenges, at Essex. Results of balloting at Liberty Records—94 votes for AFM to 79 for MGA—are indecisive because of 80 challenged ballots which will be studied by NLRB. Investigation of challenged ballots in a previous election at Disney Record Co. resulted in the choice of MGA as bargaining agent for the nearly 200 musicians there.

Stacked deck

WBRZ (TV) Baton Rouge, La., retained the services of Michael McDougall, gambling detective, to expose crooked games in the region. His findings were the basis for two half-hour shows in which he announced that 75% of the dice and card games in the area were rigged. He said the gambling dens were not "wide open", but " you can talk your way into a game." He also mentioned that the gamblers expected to operate in the open come May when newly-elected Gov. Jimmie Davis takes office. (The governor later responded that he was opposed to gambling.) Mr. McDougall showed viewers how to detect loaded dice and stacked decks on the show, but did not furnish a directory of the honest and dishonest games in the area. WBRZ newsman Bud Hebert accompanied the detective on his gambling rounds and took pictures with a concealed camera. Mr. McDougall's face was never shown on the programs in order to keep the crooked gamblers wary. Seven arrests were made after the shows were aired.

Stock offer • National Theatres & Television Inc., which gained majority control of National Telefilm Assoc. Inc., through a stock offer of exchange Feb. 16, 1959, intends to make a similar offer to remaining NTA stockholders and warrant holders, according to B. Gerald Cantor, NT&T president and board chairman. The making of the proposed offer is subject to SEC conditions, he stated. The Feb. 16 exchange basis was $11 principal amount of NT&T's 5½% subordinated debentures due March 1, 1974 and a warrant for the purchase of one-quarter of one share of that company's common stock for each share of NTA common stock. The NTA warrants were exchanged for NT&T's exchange warrants.

Catching on • *Campy's Corner,* an interview show starring Roy Campanella, is being taped by Heritage Productions, producer - distributor, for immediate syndication to tv outlets on tape or

GULF PRESS CONFERENCE **8**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

Clean Air: Whose Responsibility?

There are so many things that make life simpler for us these days. Yet some of these very conveniences produce undesirable by-products in the form of industrial and automotive exhaust. How can we dispose of these wastes without contaminating the air we breathe? That is the problem of air pollution control. Science and good judgment have given us some answers. As industry and individuals, how far do we still have to go?

Q. Why bring in the individual? Isn't he victim, not culprit, in the smog problem?

A. To a degree he is both. Take any smoking home furnace, trash pile, or car engine in need of tuning. Multiply the volume of improperly burned fumes by the number of such offenders and you have trouble-sources that offset any gains made by industry.

Q. What is industry doing on its part to keep the air clean?

A. Industry is spending hundreds of millions a year to control and eliminate contaminants formerly discharged into the air. As for Oil, the American Petroleum Institute has spent—in research, alone—$1.3 million on 14 major projects. And in a recent three-year period individual oil companies have put in more than $66 million worth of equipment to avoid polluting air in communities where they operate. These companies spend $1 million a year more in continuing research. As you see, clean air costs money.

Q. Can you point to practical results from these expenditures?

A. Yes, and they often extend well beyond clean air. Take just one factor in air pollution: the sulfur compounds in a plume of smoke. In Los Angeles, where the smog problem is most acute, refiners have spent $6 million to eliminate sulfur from refinery exhaust. Six hundred tons a day of these waste gases are now converted to useful by-products. So clean air can be good business another way. It can sometimes pay its own way.

Q. Should control measures have to pay their own way?

A. Not at all. Most control practices are extra expense which industry undertakes in living up to its community responsibility. Let's list what refiners have done to conserve clean air. *Odor elimination:* they've exploded the notion that refineries have to smell bad. *Smoke control:* through reduction of emergency flaring to absolute minimum and smokeless burning, they've eliminated the refinery as a significant source of trouble. *Evaporation control:* they've cut escape of contaminants from that source by 70%.

Q. You suggested the motorist can help control exhaust from his own car. How much pollution does car exhaust account for?

A. In New York City, automobiles pump out 10,000 gallons of unburned gasoline into the air every hour. In Los Angeles, they pour about 2,450 tons of smog-producing materials into the air every day. It is now agreed by competent scientists that automobile exhaust is the principal source of air pollution in Los Angeles.

Q. What about gasoline that's fully burned? How much pollution does it account for?

A. If gasoline could be fully burned in an automobile engine, no serious contaminants would be produced. But that engine—especially when in poor repair —emits some partially burned materials. In the presence of ordinary sunlight these emissions undergo the chemical change that makes smog.

Q. Can't the oil industry produce a gasoline without smog-causing materials?

A. Nothing would please the oil industry more than to develop a truly "smogless gasoline." But despite much costly research, there isn't such a gasoline known today nor is it considered likely that one will be developed in the future.

Q. How is the car maker living up to the responsibility for keeping the air clean?

A. Manufacturers are making a practical start at solving the problem in their 1961 models. They have already spent $6 million on basically two approaches. One would send pollutants that now escape from the carburetor and crankcase back into the engine for burning. The other would clean up partially burned gases that get as far as the tailpipe. The auto industry agrees to share patents on whatever device proves most efficient.

Q. What can the individual car owner do to cut down on smog now?

A. He must make sure his engine is tuned. It will cost him about $25 to $30 a year. Yes, smog control costs money. But it is estimated a well-maintained car puts 60% less pollution into the air (and uses 15% to 20% less gasoline) than a car with dirty plugs, a too-rich fuel mixture, improper timing and faulty rings. Such cars would reduce smog enough to satisfy control officials of almost any city.

Q. Are you saying different cities have different control requirements?

A. Yes. Cities have different atmospheric conditions affecting smog formation. In Los Angeles, ventilation is poor, and the abundance of sunlight plays havoc, as we said, with exhausts. There, almost total control is required. But other cities have better natural dispersal of exhausts. Controls satisfactory to one community should not be adopted as the "easy way out" of smog contamination elsewhere.

Q. Isn't it true that this contamination may become a serious health hazard if allowed to get worse?

A. We can't ignore any irritant as a health hazard. Public health officials and industry doctors are accumulating considerable data, but not sufficient to relate air pollution to disease. That is not to say we have reason for complacency. It is up to all of us to remove smog as a possible threat to health.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

film. The ex-major-league catcher, whose baseball career was ended by an auto accident, has hosted the half-hour weekly tv show on WPIX (TV) New York for the past five weeks. He has had a similar radio show Monday through Friday for the past two years, which is now sponsored in 93 markets. Triangle Publications bought the show last week for three of its stations, WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and WFBG-TV Altoona, Pa.

The 50-minute hour • Wayne State U., Detroit, is offering a psychiatry course for credit over a radio and a tv station in that city. On Tuesday at 9 p.m., WTSV (TV) features the course. At 8 p.m. on Thursday, WDET-FM carries the 50-minute lectures. Registrants will have required reading and will meet with instructors for questions, discussions and practical demonstrations of historical and current developments on the field of psychiatry. Both of the Detroit stations are educational outlets.

Expands service • Eade Enterprises Inc., Washington, D.C., has announced an expansion of its service for the production of films, vtr and live television programming. In addition to production, the new service also includes script writing, consultation in the use of educational, documentary and commercial films, according to Judge Edith H. Cockrill, president of the corporation. Further information may be obtained from Eade at 1742 Church St. N.W., Washington. Phone: Adams 2-5548.

Medic advice • *Ask the Doctor*, a new weekly series on KEX Portland, Ore., is being aired in cooperation with the Oregon State Medical Society. A different medical topic is presented each week with the first 15 minutes of the program devoted to a group discussion. The remainder of the broadcast is devoted to answering questions phoned in by listeners to the doctors on the panel.

Mantle at the mike • National Time Sales, N.Y., announces that the new five-minute radio interview program featuring Mickey Mantle (Yankee baseball star) is now available for national syndication. The program, planned and researched by Joe Reichler, sports editor of the Associated Press, and produced by Eric Blau Productions, features Mr. Mantle interviewing top names in the sports and entertainment fields.

Civil War series • Trans-Lux Television Corp., N.Y., has acquired syndication rights to *The American Civil War*, Westinghouse Broadcasting Co.'s Sylvania Award-winning series of 13 half-hours televised last fall on WBC's five stations. Series was written and produced by William J. Kaland and Roy Meredith, who based the series on more than 3,000 war photographs taken by Mathew B. Brady.

Western without guns • *Sheriff Smith* —a new western series without gunplay and barroom scenes—features a child in each installment. Produced by Ess & Ess Productions, Philadelphia, the new program stars Harry K. Smith in the title role and features Pete Boyle, formerly star of his own show, *Chuck Wagon Pete*. The theme of *Sheriff Smith* is built around the role of children in the winning of the West and is designed to capture the younger audience to age 14. According to the producers a plan is in the works—a promotional idea—that will allow a lucky child viewer to win a part in an upcoming segment.

Growing profit • S. Broidy, president of Allied Artists Pictures Corp., announced that the operations of AAPC and its wholly owned subsidiaries re-

Imitative tv programming decried

"Creation of artificial trends is the most harmful aspect of tv programming," Tom McDermott, executive vice president of Four Star Films, said last week.

McDermott

"On Broadway, a show gets produced because it has something of its own that makes someone think it will be successful. Before the producer goes out to raise the money for it, he knows who the writer is . . . or composer . . . stars, director, and so forth. But in tv, someone says the public is ready for comedy programs or musicals . . . and right away everyone starts making shows of that type . . . because 'this year that type of show can't fail.'

"A couple of years ago someone looked at the success Perry Como was having . . . and decided that singers would be big on tv. The networks broke out with a rash of musical programs, each with its own singing star. Where are they now?

"This year has been the year of 'spectacular' failures. Next year may be the year of comedy failures. The good shows, the ones the public likes and watches, go on and on regardless of whether they're westerns or detective shows or musicals or comedies. The public makes the decision. You can't legislate popular entertainment."

Not Out of Reach • A relative newcomer to Hollywood as head of radio-tv for Benton & Bowles before joining Four Star last summer, Mr. McDermott disagrees with the view that tv is pricing itself out of the reach of most advertisers. "The cost of tv has gone up like the cost of everything else," he said, "but this is the whole economy of the nation, not anything that's peculiar to tv. The fact is, tv is the most economical way for an advertiser to reach a mass audience."

In the tv film field, the profits are considerably less than could be called exorbitant, Mr. McDermott stated. "There may be some producers getting a profit from first runs, but not a producer of quality programs, shows good enough for first runs on the networks." One successful Four Star series, he said, would wind up its first year $160,000 in the red. Last year, its third on the air, things improved; the company lost $5,000 on the year. Both seasons had the same format with approximately 30 new shows and 10 reruns.

"Ultimately, we'll get our profits out of syndication, or we hope we will. But that's like having to sell the business to make a profit. In tv films, you can't make a profit as you go along, but only when you sell the whole thing to a syndicator."

Asked why Four Star did not handle its own syndication, Mr. McDermott explained that it is difficult to maintain the quality that Four Star likes and turn out quantity, and quantity of program material is essential to a profitable syndication operation. So, he said, for the foreseeable future, Four Star will continue to produce programs, but will let somebody else handle their rerun distribution.

What's the chief difference between buying programs and making them? Mr. McDermott had a ready answer. "When you're deciding to spend five or six million dollars of a client's money, that's a normal business decision. But when you're deciding to spend $100,000 of your own to make a pilot, that's a really serious decision."

MAN-MADE, GOD-GIVEN MIRACLE!

This is radio... most fully-developed of modern miracles... serving commerce and industry, church and state... forerunner to atom splitting and travel into space. In these latter days of our twentieth century, as man-made miracles of space penetrate the heavens, we pray they will serve free people in peace as productively as radio. This is a time to remember that radio truly is a miracle, man-made *but God-given.* And this is reason enough for the more than 4000 U.S. commercial radio stations to devote substantial portions of time to religion of all faiths. KRLA, for example, broadcasts 19 programs each week, representing the Catholic, Jewish and Protestant faiths. This is a significant element wherever any radio station achieves leadership in its community.

DIAL 1110 / 50,000 WATTS

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RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

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For answers to your tape problems, see your 3M representative or write: 3M Company, St. Paul 6, Minnesota.

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...where research is the key to tomorrow
3M

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Uh-Oh! The Cartoon

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sulted in a net profit, before audit, of $846,000 for the 26 weeks ended Dec. 26, 1959. In the corresponding period the previous year, net profits amounted to $120,000.

New comedy series • Jack Benny's J&M Productions reports acquisition of a new half-hour situation comedy entitled *Chuck*, which is being prepared for the 1960-61 tv season. The property was created and written by Henry Garson, formerly a writer on the Danny Thomas series, and Robert O'Brien, who wrote all of this season's Dean Martin specials, it was announced. A pilot will be filmed as soon as a 35-40 year old actor or comedian has been named to play the title role, according to Irving A. Fein, president of J&M.

MGM-TV and Michel • New independent company, Michel Productions, has been formed in Europe to produce tv film series in an exclusive arrangement with MGM-TV. Alan Jay Lerner, dramatist and lyricist ("My Fair Lady" and "Gigi" and other stage and screen productions) will head the company. Two projects are set for MGM-TV: *Harry's Girls*, formerly *Me and My Gals*, and *P.S. from Paris*. *Harry's Girls* about an American entertainer traveling in Europe with four show girls, goes into production first. *P.S. from Paris*, based on material written by columnist Art Buchwald, is set for filming in the spring. Mende Brown, owner, Production Center Studios, N.Y., signed as production manager; Norman Rosemont, Mr. Lerner's partner and associate, will be general manager; Joseph Stein named as head writer.

Free program service

Brigham Young U., Provo, Utah, offers two half-hour taped radio shows free of charge to any station requesting them. These shows are the first of a free program service the university is developing. *Concert Hall*, a program of classical and semi-classical music performed by musical organizations on campus, and *Devotional of the Air*, a religious program featuring excerpts of talks by Mormon church leaders, are now available. Other features are planned, the service reports, with *Science Today*, a five-minute science interview show, to be next. Sample tapes may be obtained by writing to Owen Rich, chairman of the radio and television committee, Brigham Young U.

Desilu net up 400%

Desilu Productions had a gross income of $17,553,899 for the 39 weeks ended Jan. 30, up 18% over the $14,943,740 gross for the 40-week period ended Feb. 7, 1959, President Desi Arnaz reported to stockholders. Net income was $708,121, (61 cents per share), up approximately 400% from the net of $141,730 (12 cents per share), for the previous year's 40-week period.

Desilu anticipated the possibility of the writers' strike, Mr. Arnaz said, and "at Jan. 30, 1960, had completed scripts to fulfill most all of the production requirements for the current television season. Consequently, there should be little adverse effect to the company during the current fiscal year as a result of this strike".

'Lend lease' program swaps radio shows

A peacetime version of World War II's lend lease program has been adopted by the Herald Tribune Radio Network. Dubbed *Lend Lease Radio*, the operation consists of an exchange of programs with stations throughout the world, picked from their regular broadcasts, and termed by Martin Stone, network president, as "the first real international grass roots exchange by commercial stations."

Mr. Stone, who was lend lease attorney for Edward R. Stettinius during the war, said the first exchange has been completed with Cheng Sheng Broadcasting Corp., Formosa. The Tribune network traded tapes of its music shows, a feature called *News That Made History*, plus a congratulatory message on the Chinese Broadcasters' 10th anniversary, for a half-hour of Chinese classical music. Tribune stations are WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York.

Shubert Inc. sold

Bernard L. Shubert Inc., New York, tv film producer-distributor, has been sold to National Outlook, a New York investment trust company. Terms of the transaction were not disclosed but it was reported that Mr. Shubert would retain a "modest interest" in the business.

Mr. Shubert said that after a "short vacation," he will set up a TV film production company. He added that he hopes to prepare two pilot films for network sale. The Shubert company has been distributing re-run film series, such as *Topper*, *Mr. & Mrs. North*, *White Hunter*, *Crossroads*, and *Tv Reader's Digest*.

National Outlook has appointed John B. Cron, former NBC sales executive and an overseas sales official for Screen Gems, as president of Bernard L. Shubert Inc.

IN THE PEOPLE'S INTEREST

Detroit's most complete Radio-TV news center

Another mark of leadership—additional evidence of the WWJ stations' sense of responsibility to the public. It's the new 1,272 square-foot WWJ NEWSroom, headquarters for the busy 12-man staff that provides southeastern Michigan with complete, reliable, award-winning coverage day and night.

Today, as it has been for nearly 40 years, WWJ NEWS is *real* news: comprehensive, balanced, and believable—great news for the audience, great for advertisers, too.

WWJ AM and FM **RADIO**
Detroit's Basic Radio Station

NBC

WWJ-TV
Michigan's First Television Station

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

FILMED ADS OUT
Meeting told vtr takes over Hollywood

Hollywood producers of film commercials have their choice of getting into video tape or going out of business,

MR. MCMAHAN

according to Harry W. McMahan, tv commercial consultant and author of the new book, *TV Tape Commercials.*

"Commercial film work is leaving Hollywood in droves," Mr. McMahan told the Los Angeles Ad Club luncheon meeting on Tuesday (March 1). He put Hollywood's loss at $6 million worth of commercials in the past two years; attributed it in large part to the spread of vtr equipment which permits advertisers to tape their commercials at home. "They're taping commercials in Richmond, Ind., and Washington, D.C.," he said. He predicted that at least $2 million worth of tv spots will be taped in Chicago (his headquarters) within the next year.

Chiefly, the commercial work has moved from Hollywood to New York, Mr. McMahan reported. In part, he credited the move to improved facilities and techniques offered by New York producers today in contrast to only a few years ago. Another reason is the reluctance of New York agencies to send their high-salaried executives to Hollywood for two or three weeks to produce a series of commercials.

But mostly, he declared, the tv commercial work has left Hollywood because of tape. "Tape is New York's oyster and they're really going to town with it," he stated. "In the last year, nearly $6 million worth of commercials have been put on tape in New York—half of them made by the networks."

Demonstrates Tape • With the help of Mobile Video Tapes, which parked a truck in the basement of the Statler Hotel where the luncheon was held, and Conrac, which supplied receivers placed around the luncheon room, Mr. McMahan showed a number of taped commercials, demonstrating the flexibility of tape and its ability to duplicate almost anything that could be done on film and in much less time and at much less expense.

He asked his audience to notice the flaws in production techniques of commercials made in the East and urged them to put the unduplicated experience and know-how of Hollywood to work for advertisers via tape. The tv commercial consultant warned them not to sell tape on the basis of low cost, however, but to put the savings from tape into better production.

"Tv has been lucky," he declared. "It's grown up in a period of prosperity, with no depression to buck and we've gotten away with murder in our commercials. But to keep on top we've got to have better art, better production, better commercials."

Tape can help give those better commercials, Mr. McMahan said, largely because the new techniques of tape will force agency executives to reexamine the whole process by which they produce commercials and get them approved, to "re-evaluate everything we've done in the last 12 years and to learn to do it better."

Chicago vtr center

Fred A. Niles Productions, Chicago, has announced establishment of the city's first video tape and mobile recording unit center. It includes two Ampex tape recorders, RCA image orthicon cameras, three sound stages and allied facilities.

Joining hands for the new service are Fred A. Niles, head of the film and live production firm bearing his name; Walter Thompson, head of Telecasting Services, closed circuit tv equipment firm, and Max Cooper, producer of the syndicated Cuban *Winter Tv Baseball* series now appearing on about 10 U.S. stations. Niles does about 60% of its dollar volume in radio-tv and the remainder in industrial and other motion pictures. Clients will be able to shoot complete video tape tv commercials or programs and utilize the mobile unit for outdoor location work.

OCCASIONS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 7-11, 14-16 (6:30-7 a.m.) Continental Classroom.

March 7-11, 14-16 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

March 7-11, 14-16 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

March 8, 15 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

March 8, 15 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

March 9, 16 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

March 9, 16 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 10 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

March 11 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

March 12 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

March 12 (10:30-11 a.m.) **Ruff and Reddy Show,** Bordon through Benton & Bowles.

March 12 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

March 13 (1:30-2 p.m.) **Frontiers of Faith.**

March 13 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

March 7-14 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N. W. Ayer.

March 11 (8:30-9:30 p.m.) **The Bell Telephone Hour,** AT&T through N. W. Ayer.

March 12 (9:30-10:30 p.m.) **World Wide 60,** "The Shape of Things."

March 13 (8-9 p.m.) **Project 20** "Life in the Thirties", Rexall through BBDO.

New production firm

Durham Telefilms Inc., new tv production and distribution company, has opened offices at 521 Fifth Ave., New York 17. Formed by William C. Durham, president of Consolidated Durham Mines & Resources Ltd. of Toronto, Canada, the new wholly-owned Durham subsidiary will be guided by David A. Bader, who was elected president and managing director and to the board of directors of the parent company. He was formerly vice president in charge of sales for Atlantic Television Inc., N.Y. Durham Telefilms will have other offices in Hollywood, London and Toronto.

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GATES

"the yard"

SPEECH INPUT CONSOLE

Adaptable to either radio or television studio control, the Gates "Yard" is compact, facility loaded, and styled for the modern broadcaster.

On all standard consoles there are 3 preamplifiers with input switching for 6 microphones, and with space provided for 5 additional preamplifiers. This means it is possible to have a maximum of 11 microphone inputs. Thus, flexibility is offered for every type of station.

Other outstanding features are: *8 mixing channels* key selected into the program or monitoring bus that will accommodate many combinations of microphones, turntables, tape playbacks and projectors with provisions for network and remote lines; *a self-contained cue amplifier* and speaker for turntable and projector channels; an *ultra-linear 10 watt monitoring amplifier* that provides true high fidelity sound; and a *regulated power supply* for uniformity of performance.

And don't overlook the low, compact silhouette for good over-the-top vision; dual muting relays with space for 3 more where needed; step type attenuators for all mixing channels; and low impedance mixing throughout.

Servicing of the Yard is extremely simple.

More than just another console, the Yard is an electronic era product that is a pace-setter for the broadcast industry.

Extra Facilities... to meet all station requirements!

HARRIS INTERTYPE CORPORATION

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In Canada: CANADIAN MARCONI COMPANY

Write today for complete information about the GATES "YARD"

Macmillan forbids telecasting Parliament

Prime Minister Macmillan announced to the House of Commons last week that the British government had decided not to permit sessions of Parliament to be televised. He said that after careful study, the technical and financial problems had appeared too great to make the project feasible. He further stated that installing the technical facilities in the chamber would, at best, inconvenience members of Parliament and others. He also said the process of editing would raise delicate problems.

In another matter concerning tv, members of Parliament had recently protested an interview show on the BBC. Frank Foulkes, Communist president of the Electrical Trades Union, was interviewed and apparently asked some touchy questions on alleged charges that the union's election had been rigged. The British solons felt this was "trial by television" with millions of viewers serving as the jury. They also felt that pressure could be brought to bear on public figures who did not wish to appear. Malcolm Muggeridge, former editor of *Punch*, retorted that this argument is absurd. He said interviewees could answer questions or not and that all who become embroiled in controversy are asked questions whether by newspaper reporters or by radio and tv interviewers.

Feature service

Live Broadcast System, a subsidiary of Simcoe Broadcasting Ltd., Simcoe, Ont., has been formed to provide stations with special news, sports and features. Letters have been sent to Canadian radio stations inviting them to participate in the series, 365 special shows on tape, or by beeper telephone ranging in length from 1 to 30 minutes with the majority at 3 minutes. Reports on such subjects as Prime Minister Diefenbaker's trip to Mexico, Canadian Open and Amateur golf, the Calgary Stampede and Geneva disarmament talks will be available. The price is $75 a month for stations under 2,500 w, $125 a month for stations up to 10 kw and $175 a month for those over 10 kw. Robert Watmough is system manager for the new service.

Germans plan second commercial tv network

A second commercial television network in West Germany is expected to be in operation before April, 1961. It will be uhf.

Final approval for the new network must come through agreements reached between the Bonn Government and the federal states of West Germany. However, reports indicate that Bonn still has not decided the amount of time to be set aside for commercial and noncommercial operation.

Two private companies are bidding for the second network, with approximately 180 companies showing interest in purchasing shares in the new network.

German set manufacturers are now advertising new tv sets as "adaptable to uhf." Adapters are expected to cost $60 and the German Post Office is currently installing relay lines for the second network.

Construction work is expected to be completed by the end of 1960.

CBC exports shows

Canadian Broadcasting Corp., Ottawa, has sold $200,000 worth of film and tape recordings of its television shows to Granada Tv Network Ltd., London, England. Agreement for sale of the shows was signed at Ottawa Feb. 22 by Al Ouimet, CBC president, and Sidney Bernstein, board chairman of Granada. This is largest CBC export sale of tv shows.

The sale includes the science series *Web of Life; The Friendly Giant*, children's programs; *The Unforeseen* mystery series of the last two seasons; and dramas in the current weekly *General Motors Presents* series. Half the proceeds of the sale are being passed on to Canadian writers and performers.

The sale was largely due to Granada converter equipment which makes it possible to convert from the North American 525 line system to the British 404 line system, Mr. Bernstein stated.

• Abroad in brief

European set ownership • Tv set ownership for the following countries was reported: France, 1,370,000 sets; Switzerland, 84,076; Austria, 127,402; West Germany, 3,580,000.

Rep appointed • CHAN-TV Vancouver, B.C., new ch. 8 station, has appointed All-Canada Radio & Television Ltd., Toronto, Ont., as exclusive representative.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: American Oil Company's El Dorado, Arkansas refinery. Producers of Amoco unleaded premium gasoline and other quality petroleum products.

WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS ?*

WXY*Zing* Promotion that keeps "Young-at-Heart" Detroiters actively interested in Broadcast House. Aggressive promotion backed by separate Promotional specialists for TV *and* Radio. And a full time Merchandising staff headed by veteran Harold Christian. Result is a steady stream of ideas for every viewer and listener to actively participate in and enjoy. Tailored promotion for picture tube and speaker creates excitement that makes active Zingers out of our Southeastern Michigan audience. It's another way in which we work to stay on top in the nation's Fifth market. Put this Promotional-Zing in team with your next TV or Radio buy on WXYZ. It's a built-in bonus when your schedule includes the stations with WXY*Zing*!

*Check your rating books.

THE STATIONS WITH WXYZING

WXYZ CHANNEL 7 • WXYZ RADIO 1270 • ABC DETROIT

Represented nationally by Blair-TV and John Blair & Company

Broadcast Advertising

• WHITMAN HOBBS, JAMES R. SCHULE and BURTON E. VAUGHAN elected directors of BBDO, N.Y.

• JAMES M. HENDERSON and HOWARD K. MCINTYRE, president and vp, respectively, of Henderson Adv., Greenville, S.C., reelected to board of directors. Others elected: JOHN S. WILLIAMS, vp and creative director; ROSWELL H. EATON, treasurer; and FRED C. WALKER, account supervisor.

• LEE F. PEER, founder of Adler, Peer & Assoc., Great Falls, Mont., advertising agency, named president. PATRICIA A. PEER appointed vp and WILLIAM J. BURTON, secretary-treasurer.

• HUBERT R. SWEET appointed director of media department of New York office of Doremus & Co.

MR. SMITH

• HAROLD A. SMITH, manager of program promotion and merchandising director of press relations at Needham, Louis & Brorby, Chicago, elected vp.

MR. LOUIS

PAUL A. LOUIS, program vp for Leo Burnett Co., New York, will climax 30 years in communications field April 1 when he opens own tv consultant office in Los Angeles. His first client: Leo Burnett Co. Mr. Louis, who joined Burnett organization in 1957, started his career with NBC in Chicago and has been writer and director-producer for both NBC and CBS. For six years he created and produced radio programs for Columbia Concerts Corp. He was vp in charge of radio-tv for eight of his 16 years with D'Arcy Adv.

• ALEX ANDERSON and DAVE FULMER, named in charge of all broadcast production, and tv creative director, respectively, at Guild, Bascom & Bonfigli, San Francisco. Mr. Anderson was vp and director of agency; Mr. Fulmer, tv production supervisor. MERRIT W. BARNUM named head of tv commercial production at Hollywood office.

• C. GILBERT SELLMAN, vp and manager of Sales Communications Inc.'s Detroit office, named vp of Communications Affiliates Inc., affiliate of McCann-Erickson Inc., N.Y. R. THOMAS BROGAN, formerly print media account executive for McCann-Erickson, succeeds Mr. Sellman as manager of Detroit office of SCI, division of CAI.

• CHARLES R. RUSTON, formerly executive vp of Lanolin Plus (hair grooming), N.Y., to Los Angeles Soap Co. (White King soap products), in similar capacity.

• GORDON MINTER, vp and manager of tv film department of Leo Burnett Co., returns to Chicago office after 9 years in Hollywood. WALTER SACHS, formerly senior producer at Ogilvy, Benson & Mather, N.Y., named commercial supervisor Burnett office there. ROBERT F. LACHANCE, commercial production supervisor in Hollywood office of Leo Burnett joins New York office in same capacity.

MR. KRAUTTER

• L. MARTIN KRAUTTER, formerly vp, board member and general manager of Maxon Inc., joins Chicago office of N.W. Ayer & Son as manager of business development for middle western area. Before joining Maxon in 1950, Mr. Krautter was with Henri, Hurst & MacDonald, Chicago, as vp and board member.

MR. GREEN

• MORT GREEN, director of tv and radio for Revlon Inc., N.Y., resigned last Tuesday (March 1). He had been writer on *Perry Como Show* when he joined Revlon last spring to help shape this season's programming.

MR. SIAS

• JOHN B. SIAS, vp of Peters, Griffin, Woodward, N.Y., appointed head of San Francisco office. Mr. Sias has been vp of PGW since 1958, and stockholder since October 1959.

• MARILYN LEES appointed broadcast director of Botsford, Constantine & Gardner, Portland, Ore. She has been in media department for two years.

• ROBERT O. WAGNER, formerly creative director of Lynch & Hart, St.

EASTERN

FULLTIMER—Second oldest in market—#1 Hooper share of audience certain periods—solid #2 at all times. Multiple station market. $165,000 with terms.

ROCKY MOUNTAIN

MAJOR CITY DAYTIMER—Due to excellent dial position, this station has outstanding coverage. Beautiful studios. Excellent equipment. Liberal terms available. Price $125,000.

NORTH TEXAS

DAYTIMER—This is in a semi-major market, not overcrowded. Attractive studios. Excellent equipment. $70,000 takes this one with $25,000 down. It is operating in the black. Liberal terms on balance.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

meet Dan Taulbee

hard-rock Copper Miner and famed Indian Artist

At left, "An Old Sioux," one of over 1000 works by Dan Taulbee in oil, water color and pen and ink. From November 22nd through December 5th, Taulbee will have an exhibit at New York's Burr Art Galleries, which a year ago awarded him second prize among 70 entries in a juried, national art competition.

Dan Taulbee is a professional fine arts painter . . . in his spare time. Part Comanche, Dan paints knowingly and authentically of the vanishing Indian lore that was part of his childhood on the Blackfeet Indian reservation—in that beautiful and fabled country of Northwest Montana hard by "The Richest Hill on Earth" at Butte.

For more than five years Dan has been a skilled miner in Anaconda's mile-deep Mountain Con mine.

Diversification of abilities, talents and aspirations in *all* the "Dan Taulbees" is as desirable as diversification of products in the company for which they work. For even with its vast mines and fabricating plants, covering the non-ferrous metals field from aluminum and copper to uranium and zinc, among Anaconda's greatest assets are its *people*.

59178A

ANACONDA®

SUBSIDIARIES OF ANACONDA MANUFACTURE: COPPER AND ALUMINUM ELECTRICAL WIRES AND CABLES; ALUMINUM FOIL, SHEET, ROD AND BARS, STRUCTURALS, TUBING AND EXTRUDED SHAPES; COPPER, BRASS AND BRONZE SHEET, PLATE, TUBE. PIPE, ROD, FORGINGS AND EXTRUSIONS; FLEXIBLE METAL HOSE AND TUBING.

$100 WEEKLY BUDGET?

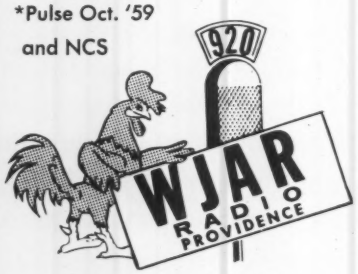
On *WJAR*, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of *adult* buyers, and the *lowest* cost per thousand impressions on *any* Providence station.*

$200 WEEKLY BUDGET?

On *WJAR*, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT *RESULTS*? BUY *ADULTS* at the lowest cost per thousand in the market.*

"QUALITY IS WELCOME EVERYWHERE"

*Pulse Oct. '59 and NCS



Sister station of WJAR - TV

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Louis, joins Krupnick & Assoc., that city, as senior copywriter.

• DON HARRINGTON, formerly account executive with KBIG Catalina, Calif., resigns to form own agency, Harrington/Barnett, Fullerton, Calif.

• ARTHUR L. DESMOND, formerly pr director at Grant Adv., Chicago, forms own organization bearing his name, specializing in sales promotion, pr and publicity, that city.

• JULIUS BARNATHAN, vp for affiliated stations & director of research, ABC New York, becomes member of technical committee of Advertising Research Foundation, N.Y.

• SHIRLEY WOODELL, formerly vp of J. Walter Thompson Co., honored as 1960 winner of International Advertising Assn. for outstanding service in advertising and marketing.

• ANTHONY R. CANGEMI, formerly account executive with Sullivan, Stauffer, Colwell & Bayles, New York joins Norman, Craig & Kummel in similar capacity.

• LOCK W. TURNER, formerly with BBDO Los Angeles office, to Charles Bowles Adv., that city, as account executive.

• CHARLENE ROBERTS, formerly advertising production manager of *Institutions Magazines*, appointed production manager at Lilienfeld & Co., Chicago agency.

• RICHARD ECKLER and GIL SAVITSKY join advertising staff of W.B. Doner & Co., Baltimore. Mr. Eckler formerly was with VanSant Dugdale, that city, and Mr. Savitsky with Ted Bates Co.

• MRS. HELEN MARSHALL appointed office manager of Los Angeles office of MacManus, John & Adams.

• HAROLD FATT, formerly advertising and sales promotion manager of Waste King Corp., appointed merchandising director of new Waste King Universal marketing organization. ROBERT MICKELS, formerly advertising manager of subsidiary Cribben & Sexton Co., named to similar capacity with Waste King and JOHN HASSETT appointed sales promotion director.

• MARIAN LOCK to creative staff of Beaumont & Hohman, San Francisco advertising agency.

• HELEN W. CHANEY, formerly with Applestein, Levinstein & Golnick, Baltimore advertising agency, resigns to freelance.

• HOWARD COLWELL, JOHN SCHOEFFER and GERALD JOHNSON join Kudner Agency as copywriters.

• WILLIAM GOLDBERG, formerly art director with Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, to Lavenson Bureau of Adv., that city, in similar capacity.

The Media

• EDWARD J. CHURCHILL, founder and chairman of board of Donahue & Coe, N.Y., named chairman of board of Camelback Broadcasting Inc., new owner of KONI Phoenix, Ariz. Other officers: ROBERT B. MCWILLIAMS, formerly president and general manager of KGMC Denver, named president and general manager; LEE P. MEHLIG, formerly vp and general manager of KGMC, director of sales; and MICHAEL CHURCHILL, son of Edward J. Churchill, in unnamed executive capacity.

MR. GILES

• ROY E. GILES JR., technical director of Bahakel Broadcasting Stations (WRIS Roanoke, Va., WABG-AM-TV Greenwood and WKOZ Kosciusko, both Mississippi; WKIN Kingsport, Tenn., WWOD-AM-FM Lynchburg, Va., WLBJ-AM-FM Bowling Green, Ky., and KXEL Waterloo, Iowa), appointed vp.

• SIDNEY P. ALLEN, vp-sales for Mutual Broadcasting System, joins NBC-TV as general sales executive. Mr. Allen joined Mutual in 1936, became eastern sales manager in 1946, administrative manager of network sales in 1952 and sales vp in 1955. RICHARD N. MCHUGH, manager, financial evaluation, named manager, special program sales of NBC-TV New York.

• PHILIP SPENCER, general manager of WCSS Amsterdam, N.Y., elected vp of Community Service Broadcasting Corp., which operates station.

• HARRY M. BITNER and HARRY M. BITNER JR. reelected to board of Trebit Corp., which owns WFDF Flint, Mich. ELMER A. KNOPF named to fill vacancy on board and appointed general manager of WFDF. Harry M. Bitner Sr. continues as board chairman, Mr. Bitner Jr., elected president, MARVIN LEVY, named vp and assistant secretary and JOYCE A. MAHACHEK, secretary-treasurer.

AMPEX All professional recorders readily available in stock including 300's & 350's. *SHIP ANYWHERE IN U.S.A. DIRECT TO YOU AT FACTORY PRICES*

kierulff SOUND CORPORATION

820 W. OLYMPIC BLVD. - LOS ANGELES 15, CALIFORNIA

The WeeReBeL *discusses "sales campaign ribbons" with Bert Mulligan, Broadcast Supervisor, Compton Advertising, New York.*

Have you heard what the WeeReBeL said to Compton Advertising?

"We're rich in Columbus."

Average family income in the metropolitan trading area of Columbus, Georgia, is higher than that of New York, Chicago or Detroit. In fact, only 24 other cities in the U. S. beat it!

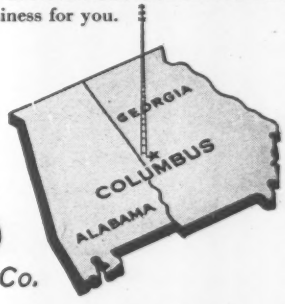
Over 85% of these better-than-average families own TV sets and WRBL-TV is the only VHF in the market. WRBL Radio is Columbus' CBS Affiliate with imaginative adult programming . . . high fidelity sound, plus stereo! Call HOLLINGBERY and let WeeReBeL in Columbus start building business for you.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

COLUMBUS, GA.

Represented by George P. Hollingbery Co.



secretary and JOYCE A. MAHACHEK, secretary-treasurer.

• LES NORINS, formerly general sales manager of KABC Los Angeles, to KFRE-AM-TV Fresno, Calif., as general manager.

• MALCOLM MORRETT, member of engineering staff of KBIG Catalina, Calif., promoted to assistant director of engineering of John Poole Broadcasting Co., which owns station.

• DON H. SHRINER, formerly with U.S. Chamber of Commerce, to KLMS Lincoln, Neb., as head of newly created community relations department.

• HOWARD HUNTER named to newly created position of operations director of KMTV (TV) Omaha, Neb.

• RICHARD BRADER, formerly sales manager of KTVK (TV) Phoenix, Ariz., to KOOL, that city, in similar capacity.

• HOWARD WILLIAMS, formerly administrative assistant and air personality at WMAL Washington, D.C., appointed program operations manager, succeeding RUPE WERLING, named sales development coordinator of WMAL-TV.

MR. NEUWIRTH

• H.D. (BUD) NEUWIRTH, account executive at John Blair & Co., N.Y., joins Metropolitan Broadcasting Corp., N.Y., as assistant to John W. Kluge, president and board chairman.

• WILLIAM R. PRESTON, assistant treasurer of Richmond Television Co. (owner of WRVA-TV Richmond, Va.), elected vp of Larus & Brother Co., which owns WRVA and has majority interest in Richmond Television Co.

• JACK B. ALLEN, formerly with ABC-TV New York, joins Chicago sales staff of Young Television Corp.

Whoa, pardnuh

For a moment, GEORGE FRESE, consulting engineer of KRKO Everett, Wash., found himself cast the unwilling villain in a true-to-life western saga—complete with sheriff, posse and an irate cattleman.

Mistaken for a cattle rustler while making predawn tests for KRKO's new 5,000 watt transmitter south of Everett, Mr. Frese, captured by the sheriff and his posse, appeared to have a rustler's fate awaiting him until the fast talking of DAVE HUBERT of KRKO finally convinced the lawmen of Mr. Frese's innocence.

• LYLE BOND, news and sportscaster in Los Angeles area to KNBS-TV Walla Walla, Wash., as station manager. He also will serve as newsman. CHUCK MCKEE joins KNBS as disc jockey-host.

MR. BOND

• TOM CALHOUN named pr director of KOOL-AM-TV Phoenix, Ariz. He previously served in editorial capacities on many publications in Phoenix area.

• ARTHUR OWENS joins WMTW-FM Mt. Washington, N.H., as program director. He will headquarter in station's Poland Spring, Me., office.

• NOYES A. SCOTT, formerly with The Katz Agency, station rep, rejoins KRCA (TV) Los Angeles as salesman. He had been with station for eight years before joining Katz last year.

• JOSEPH WOLFMAN, formerly vp of Bartell Family Radio and general manager of KSON San Diego, Calif., appointed sales coordinator of KBOX Dallas.

• DOUG FREEMAN, formerly with Walt Disney Studios, joins KEYT (TV) Santa Barbara, Calif., as account executive in Hollywood office.

• SAMUEL R. ELMAN, WATR Waterbury, reelected president of Connecticut State network. Others elected: EDWARD OBRIST, WHAY Hartford-New Britain, vp; PAUL BAUMGARTEL, CSN executive offices, secretary; R. L. CHALMERS, WNHC New Haven; EDMUND WALLER, WTOR Torrington; DONALD LASSER, WICH Norwich; JOHN ELLINGER, WNAB Bridgeport and JULIAN SCHWARTZ, WSTC Stamford, all directors.

• ROBERT MCAULIFFE promoted from sales staff of WNBQ (TV) Chicago to sales manager of sister WMAQ, that city, succeeding RICHARD FAULKNER, resigned. DONALD E. CRONEBERG, formerly with The Bolling Co., to WNBQ sales staff, succeeding Mr. McAuliffe.

• ROBERT HUDSON, with Darren McGavern radio operation, to tv department as New York sales manager.

• JAMES F. X. MULLEN, formerly with ABC-TV as senior copywriter in advertising and promotion, joins staff of WCBS New York sales promotion department as assistant to manager of sales promotion.

• ROBERT LIVINGSTON, in sales department of WMAL-TV Washington since 1949, appointed local sales manager. He also will represent station in Baltimore area.

MR. LIVINGSTON

• DON O'MALLEY, formerly sales manager of KBKC Mission, Kan., to KCMO-FM Kansas City as account executive.

• RICHARD KRELSTEIN joins KBOX Dallas as account executive.

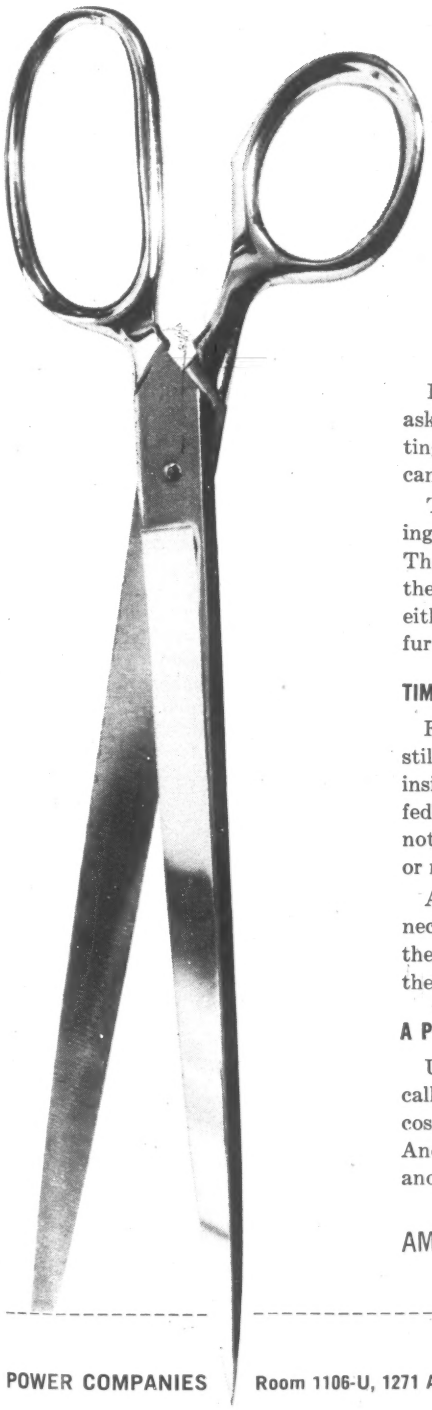
• ROD CREEDE, staff announcer of WWTV (TV) Cadillac, Mich., appointed chief announcer.

• SHELDON H. PRESS joins WITH Baltimore as member of merchandising department. MIKE BARRY, formerly disc jockey at WAAT Trenton, N.J., to WITH in similar capacity.

• SEAN D. RYAN, formerly newspaperman, joins WPTR Albany-Schenectady-Troy, N.Y., as special assignments editor.

• CONRAD SCHADER, air personality-announcer with KICN Denver, appointed news director.

• MIKE ERLICH joins WGIR Manches-



WHERE WOULD YOU START TO CUT THE "FAT" FROM FUTURE FEDERAL SPENDING?

Increasingly, informed people are asking "Is government spending getting beyond the point where inflation can be halted?"

They see pressure groups promoting all sorts of spending programs. They know that if these go through, the U. S. public must foot the bill, either in an increased tax load, or in further depreciation of their dollars.

TIME IS RUNNING OUT

Fortunately, the American people still have a third choice. They can insist upon the elimination of those federal spending programs which are not essential to the nation's economic or military strength.

A glaring example, here, is the unnecessary spending *of billions* to put the federal government farther into the electric power business.

A PLACE TO START

Up to the present time, this so-called "public power" program has cost taxpayers about $5,500,000,000. And its promoters are pushing for another $10,000,000,000.

THE ISSUE IN A NUTSHELL

When you reduce flowery claims to hard facts, the choice is crystal clear. Shall the money for the nation's future electric needs be put up by investors voluntarily or by taxpayers under compulsion?

IS THIS TAXING NECESSARY?

There is certainly no need to tap the taxpayers for this purpose. The independent electric companies and their millions of investors can readily finance and produce all the low-price power that America can possibly need.

THE HIDDEN TAX

It is surprising how few Americans know about tax spending for the support of government electric power. Yet it is costing them *billions*. Informed people are disturbed—are trying to spread the word.

Your help, as a leader in your community, will be invaluable. The new booklet offered in the coupon below will bring you timely figures and background. No charge.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES Room 1106-U, 1271 Ave. of the Americas, New York 20, N. Y.

Please send me the material checked below, without charge:

☐ The new booklet, "Who Pays for Government-in-the-Electric-Business?" . . . telling how this unnecessary tax spending affects every family, how and where the federal government is in the electric power business, and many other important facts.

☐ Names of companies that sponsor this message.

NAME _____
(PLEASE PRINT)

OCCUPATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ter, N.H., as news editor.

• JOHN ROLFSON, ROBERT LODGE and AL MANN appointed ABC News commentators. Messrs. Rolfson and Lodge on Washington staff and Mr. Mann in Chicago.

• MRS. JACQUELINE WHIPPLE joins editorial staff of WCRB-AM-FM Boston.

• BOB IRVING, radio traffic manager at WGN-TV Chicago, assumes additional duties as business affairs director for program department.

• JIM HUMMELL, air personality with KICN Denver, appointed production manager. He also will continue his current duties.

• WALLACE PARKER, formerly freelance announcer and replacement at WNEW New York, named staff announcer.

• BENNY FARAH joins KABY Albany, Ore., as announcer.

• GARY HALL, formerly with KODY North Platte, Neb., to KMA Shenandoah, Iowa, as announcer.

• JACK SHANNON, formerly with WHLS Port Huron, to WTAC Flint, both Michigan, as announcer.

• RICHARD D. REID, formerly air personality with KNIM Maryville, to KFEQ-AM-TV St. Joseph, both Missouri, in similar capacity.

• DICK WAKEFIELD, formerly promotion and pr man, and prior to that, Detroit Tigers baseball star, joins WQTE, that city, as sports announcer.

• FRED KING, formerly program director of KANO Anoka, Minn., to WTCN Minneapolis-St. Paul as air personality.

• ALAN FIELD, formerly of WITH Baltimore, to WACO, that city, as newscaster-personality.

The latin touch

An import from Venezuela is slated to start on WABC-TV New York April 11, with the possibility of moving to ABC-TV next fall. Discovered by network executives on a visit to Venezuela, RENNY OTTOLINA, reportedly the leading tv personality there for the past six years, will host the daily *Renny's Show* (Mon.-Fri., 11:30 a.m.-12 p.m.) featuring performing talents, celebrity guests and people in the news. Mr. Ottolina, 31, is said to be fluent in English, Spanish, French and Italian.

• JAY OWEN, original *Dr. I.Q.* (radio personality), joins KVOO-TV Tulsa, Okla., as staff announcer. GEORGE MARTIN, formerly with WTHI-AM-TV Terre Haute, Ind., joins KVOO as news director.

• BARBARA ANN SCOTT, formerly Olympic ice skating champion, joins WEAW Evanston, Ill., for new daily women's program, effective March 14.

• NEIL LOVETT joins WJAF Decatur, Ala., as air personality.

• GENE WEED and JIM HAWTHORNE join KFWB Los Angeles as air personalities. Mr. Weed had been relief man for station. Mr. Hawthorne, with KTTV (TV), that city, in similar capacity, continues his duties there in addition to new post at KFWB.

Programming

• TOM R. CURTIS named general manager of MGM-TV Commercial & Industrial Film Div. succeeding BILL GIBBS who leaves next month to join J. Walter Thompson, N.Y. In more than year with MGM-TV, Mr. Curtis has worked on number of national accounts and at present is producer for division. Earlier he directed and produced commercials for Atlas Film Corp., Jam Handy Organization and Jerry Fairbanks Productions. Mr. Gibbs will have tv assignment at J. Walter Thompson but agency has not announced his title.

• JOHN M. HALPERN, formerly consultant in communications to several eastern universities, joins Transfilm-Caravel (tv film production company), N.Y., as special projects director.

• ROBERT LEEDS signs to direct CBS Films new half hour police series, *Turnpike*, which stars FRANK GIFFORD, pro football player with New York Giants.

• CURT HETHERINGTON, formerly announcer with KVER-TV Clovis, N.M., to Fred A. Niles Productions, Hollywood, as associate producer.

• MIKE SHEPHERD joins Allied Record Distributing Co., Los Angeles, as eastern and midwestern representative.

Equipment & Eng'ring

• JOHN K. HILLIARD named vp and director of Research Div. of Ling-Altec Electronics, Anaheim, Calif. DR. WALTER T. FIALA named chief physicist.

• MILTON E. MOHR appointed vp, operations and BERNARD BERMAN, director of special projects for Ramo-Wooldridge, Canoga Park, Calif., research and development company.

BACKGROUND MUSIC
by MAGNE-TRONICS

now being transmitted via multiplex by

MORE and MORE
FM STATIONS

(with SCA under franchise agreements)

WMAL SAYS
Functional Musicast
Broadcast for Michaels Enterprises, Inc.
Washington, D. C.

..."complaints have ceased completely" ..."blend so well together"
..."variety, continual volume level" ... "many compliments from all categories"

FREE
complete prospectus
on background
music

MAGNE-TRONICS, INC. Dept. C, 49 W. 45th St. N.Y. 36, N.Y.
Name
Station
Address
City State

• KENNETH C. MORITZ, national sales manager for Raytheon Co.'s Semiconductor Div., joins General Instrument Corp., as vp-marketing.

• GEORGE D. HANCHETT, manager, marketing planning, Industrial Receiving Tubes, becomes coordinator, technical planning, for RCA Electron Tube Div.

• JOHN F. KRAMER, with Electric Products Div. of Vickers Inc., Cleveland, to Washington, D.C. office as district manager.

• J. REYNOLDS CAREY, named marketing manager of consumer products of Orr Industries, Opelika, Ala., division of Ampex Corp.

• JOHN H. FEDER appointed district manager of Cornell-Dubilier Electric Corp., South Plainfield, N.J. He will headquarter in York, Pa. His territory includes Pennsylvania, Delaware, Maryland, Virginia and Washington, D.C.

• HAROLD C. POTTER named manager of sales for General Electric's Semiconductor Products Dept., Syracuse, N.Y.

Allied Fields

• JAMES A. BACHRACH, formerly account executive with O.E. McIntyre Co., to Trendex (rating service) as director of marketing services.

International

• ERNEST L. BUSHNELL, formerly vp and general manager of Canadian Broadcasting Corp., retained as advisory consultant for radio and tv of Collyer Adv., Toronto.

• JOHN D. HOULDING, vp and general manager of RCA Victor Co. Ltd., Montreal, named president.

• RENE P. LANDRY, assistant to president of Canadian Broadcasting Corp., Ottawa, Ont., named vp.

• C.E. STILES, director of personnel and administrative services of Canadian Broadcasting Corp., Ottawa, Ont., named director of purchasing and stores of CBC. He joined predecessor of CBC, Canadian Radio Broadcasting Commission, in 1933.

• MARY GRANNAN, writer of children's programs at Canadian Broadcasting Corp., Toronto, Ont., for 21 years, retires from CBC, but continues some duties on freelance basis.

Deaths

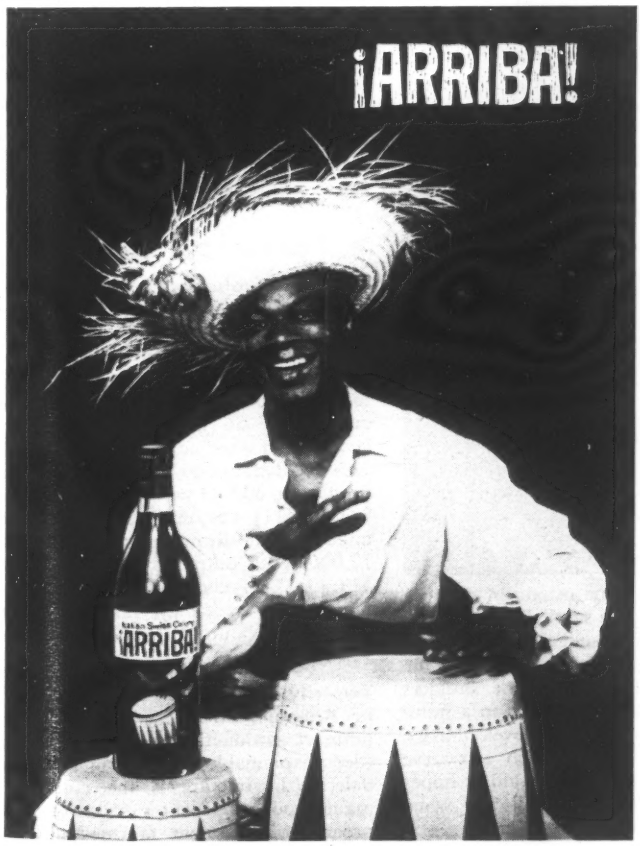
• MELVIN PURVIS, 56, president of WOLS Florence, S.C., died Feb. 29, following self-inflicted wound, according to Coroner William T. Eaddy. Mr. Purvis was noted for FBI exploits during gangland days in Chicago when he helped capture John Dillinger and Pretty Boy Floyd.

• JOSEPH M. BOLAND, 55, sports and special events announcer at WSBT South Bend, Ind., and founder of Irish Football Network in 1947, died following heart attack Feb. 26. Mr. Boland, onetime Notre Dame player, was sports announcer at WCCO Minneapolis in 1933, joined WSBT in 1942 and WGN Chicago in 1943, and returned to WSBT in 1944. He also announced Chicago Cardinal pro football games on radio-tv for past 12 years.

• WILLIAM H. PAULSGROVE, 50, station manager of WJEJ Hagerstown, Md., died Feb. 18 following coronary attack. He had been with station since it began operations 28 years ago.

• CHARLES S. LEWIS JR., 75, copy consultant to Erwin Wasey, Ruthrauff & Ryan, and formerly vp and copy director of Erwin Wasey until retirement in 1957, died in Chicago Feb. 28. He was with old EW firm for over 30 years.

• HENRY M. RUNDLE, 63, manager of commercial development at RCA's tv div. in Cherry Hill, N.J., died Feb. 27 in Fort Lauderdale, Fla.



TO...

WBEE CHICAGO
1ST AWARD

WEBB BALTIMORE
2ND AWARD

WOOK WASHINGTON
3RD AWARD

...winners in the nation-wide ARRIBA wine merchandising contest for Negro and Spanish language radio stations. And our thanks to the many other fine stations throughout the country for their promotional efforts during the introductory advertising campaign for ARRIBA —the NEW wine drink from

ITALIAN SWISS COLONY
ASTI, CALIFORNIA

JERROLD EXPANSION VIEWED

Manufacturing growth in sight, board told

New vistas are on the horizon for Jerrold Electronics Corp., Philadelphia manufacturer, which helped community tv in its growth and in turn was helped by it. Jerrold is the largest manufacturer of catv equipment and owns nine catv systems.

Last week, in the first public appearance of its new board member, Jack D. Wrather, broadcaster-program producer-Hollywood entrepreneur-Texas oil and gas man, Jerrold told of some of its hopes for the future in which expansion and the acquisition of complementary manufacturing companies loom large.

Milton Shapp, president of the Philadelphia company, estimated that net sales for the fiscal year ended Feb. 29 would hit about $8.5 million. This will be up almost 15% from the previous year, he said.

Net income for nine months ended Nov. 30, 1959, Mr. Shapp reported was $727,685 (57¢ a share), which includes $284,240 profit on the sale of its Key West, Fla., community tv system.

Board meeting on Feb. 27 was the first attended by three newly elected directors: Mr. Wrather, Thomas L. Kempner, partner in Carl M. Loeb, Rhoades & Co., and Mrs. Milton Shapp.

John L. Loeb, senior partner in Carl M. Loeb, Rhoades & Co., last month bought 322,000 shares of Mr. and Mrs. Shapp's personal holding of 644,025 shares, and Mr. Wrather took an option on an additional 222,000 shares of this stock. There are 1.3 million shares of Jerrold outstanding.

Sphere 25 miles up bounces fm signal

Reception of an fm voice signal, bounced off a suborbital balloon 225 miles high was termed "quite clear" by officials of the National Aeronautics & Space Administration in Washington.

The balloon was rocketed to its 225-mile-high altitude at 6:21 p.m., Feb. 27 from NASA's Wallop's Island station off the coast of Virginia. It traveled eastward over the Atlantic Ocean for 450 miles before settling to the sea. Recovery was not attempted.

This was the third test launch of NASA's Project Echo. This is the establishment of a 100-ft. aluminized balloon at 1,000-mile orbit to be used as a reflector for transoceanic radio and tv signals.

The first test was late last year, the second last month. All three were to test the ejection mechanism of the rocket. This throws out the folded balloon which becomes inflated when an iodine compound is exposed to space.

The full-fledged attempt to put a balloon into orbit will be made early this spring.

The test communication took place between Holmdel, N.J., and Round Hill, Mass. Bell Telephone Labs., at Holmdel, used a 10 kw transmitter and a 60-ft. parabolic antenna to beam the 960 mc voice message to the passive reflector. It was reflected from the 10-story-high sphere and received by scientists at Massachusetts Institute of Technology's Lincoln Lab. at Round Hill. The message was a short sentence, taped in advance.

In the previous sphere-relayed radio circuit, a cw signal was successfully sent and received over the same 500 mile circuit. This was also accomplished by Bell Labs. and MIT, with that signal picked up by General Electric engineers at Schenectady, N.Y.

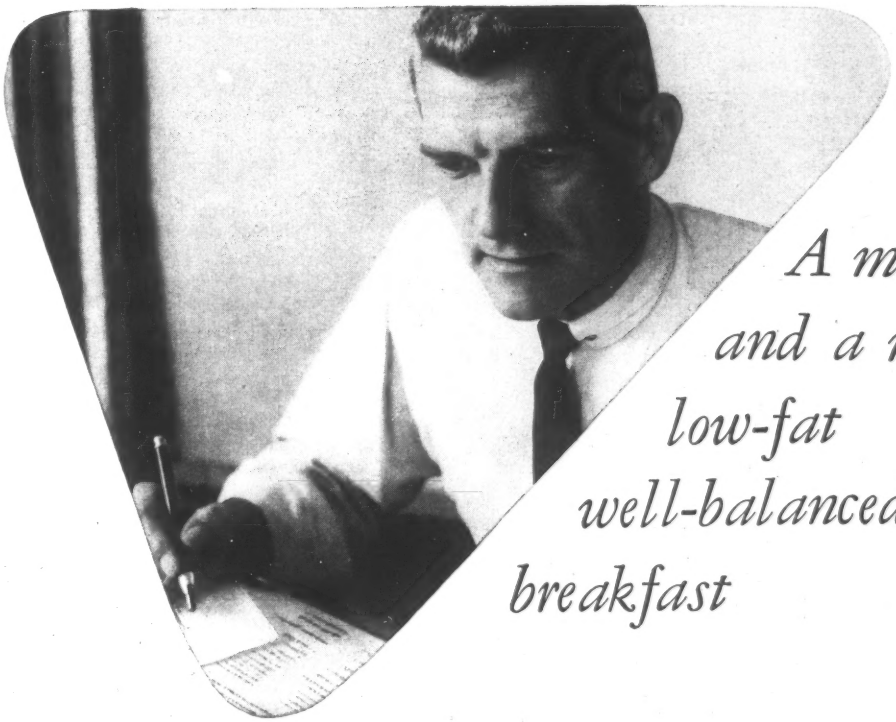
Magic carpet • Printed circuit tv antenna—impressed on a 6x2½-ft. sheet of flexible material—is shown by Milton Shapp (left), president of Jerrold Electronics Corp., Philadelphia, and Jack D. Wrather, new member of Jerold board, at the news conference in New York last week (also see stories pages 75 and 76).

Built-in, 12 sq. ft. "Magic Carpet" duplicates on a flat surface the electrical characteristics of the usual vhf outdoor antenna and can be stapled to attic floor or joists. It can also be slipped under carpet near tv receiver. Attic antenna is being introduced to home builders and is already being installed in a number of private housing developments, Jerrold sources said. It also can serve as an fm aerial. Mr. Shapp said he hopes it can be retailed for about $10 when production bugs are ironed out.

• Technical topics

New microphones • The Astatic Corp., Conneaut, Ohio, announces availability of four new microphones in its 330 series. They are: 335 H—dynamic-high impedance mike with uniform response from 50-12,000 cps; output is −56 db with single cable, lavalier and stand adaptor. Price $26.50. 335 L—dynamic-low impedance mike, similar to 335 H with −57db. Price: $23.50. 333—ceramic-high impedance mike with uniform response from 30-12,000 cps; output is −58db. Price $17.90. 331—ceramic-high impedance mike with frequency range of 300-5,000 cps; output −56 db. Price: $17.90.

Two-city expansion • Dynamics Corp. of America, N.Y., has put into preliminary production a 31,000 square foot "expandable" facility in Farmingdale, N.J., making it the company's main production center for tv and fm broadcast equipment (formerly manu-



A man of 45 and a moderate low-fat well-balanced breakfast

In the middle years when a moderate reduction of fat in the diet is indicated for the maintenance of health and well-being, a basic cereal and milk breakfast merits consideration. Its fat content of 10.9 gm. provides 20 per cent of the total calories. *Thus it is a moderate low-fat breakfast.* As shown in the chart below, it provides for this age group and for most others about one-fourth of the recommended dietary allowances of protein, important B vitamins and essential minerals. The Iowa Breakfast Studies demonstrated that a *well-balanced cereal and milk breakfast* increased mental and physical efficiency during the later morning hours and that it was nutritionally efficient.

recommended dietary allowances and the nutritional contribution of a basic cereal and milk moderate low-fat breakfast*

Menu: Orange Juice—4 oz.;
Cereal, dry weight—1 oz.;
Whole Milk—4 oz.; Sugar—1 teaspoon;
Toast (white, enriched)—2 slices;
Butter—5 gm. (about 1 teaspoon);
Nonfat Milk—8 oz.

Nutrients	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Niacin equiv.	Ascorbic Acid
Totals supplied by Basic Breakfast	503	20.9 gm.	0.532 gm.	2.7 mg.	588 I.U.	0.46 mg.	0.80 mg.	7.36 mg.	65.5 mg.
Recommended Dietary Allowances—Men, 45 Years (70 kg.—154 lb.)	3000	70 gm.	0.8 gm.	10 mg.	5000 I.U.	1.5 mg.	1.8 mg.	20 mg.	75 mg.
Percentage Contributed by Basic Breakfast	16.8%	29.8%	66.5%	27.0%	11.8%	30.7%	44.4%	36.8%	87.3%

Cereal Institute, Inc.: Breakfast Source Book. Chicago: Cereal Institute, Inc., 1959.

Food & Nutrition Bd.: Recommended Dietary Allowances, Revised 1958. Natl. Acad. Sci.—Natl. Research Council Publication 589, 1958.

Watt, B. K., and Merrill, A. L.: Composition of Foods—Raw, Processed, Prepared. U.S.D.A. Agriculture Handbook No. 8, 1950.

**The allowance levels are intended to cover individual variations among most normal persons as they live in the United States under usual environmental stresses. Calorie allowances apply to individuals usually engaged in moderate physical activity. For office workers or others in sedentary occupations they are excessive. Adjustments must be made for variations in body size, age, physical activity, and environmental temperature.*

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A research and educational endeavor devoted to the betterment of national nutrition

NOW we can offer you
PROVEN RESULTS*
with these
TELE-BROADCASTER STATIONS

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IN Kansas City - KUDL
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★ MORE LISTENERS PER DOLLAR
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factured at Long Island City, N.Y.). DCA also has enlarged its main communications plant in Long Island City and increased the number of administrative and engineering employes in the past year from approximately 200 to 600. DCA's REL subsidiary there is reportedly leading producer of transmitting-receiving systems in the tropo scatter communications field.

GE and etv • General Electric's tv receiver department, Syracuse, N.Y., is offering school authorities an annual replacement plan on classroom sets. The offer is contained in a marketing policy issued to GE's franchised tv distributors. The company has described "open circuit" broadcasting as the most practical approach to supplying the needs of etv and has predicted that the etv set market in 1965 will reach 2,750,000. GE has prepared a 16-page booklet, *Educational TV*, which discusses economic factors involved in etv as well as suggested specifications for classroom tv receivers.

New tape • Minnesota Mining & Manufacturing Co. has announced a new recording tape designed to hold up under frequent play and constant handling. Featuring a new backing material called Tenzar, the tape is alleged to have 16 times greater tear resistance and to be twice as strong as acetate-backed tape. For further information contact Dept. EO-41, 900 Bush Ave., St. Paul, Minn.

Headquarters shift • Page Communications Engineers Inc., Washington, D.C., has moved to a new building at 2001 Wisconsin Ave. N.W. The company's research and development labs have been moved from suburban Maryland to occupy the ground floor and the Page communications library is now in enlarged quarters adjacent to the engineering directorate.

Handy recorder • A new, fully-transistorized tape recorder, weighing five pounds and capable of operating approximately 50 hours on four flashlight batteries, has been introduced by Matthew Stuart & Co., N.Y. Retail price of the unit is $99.95, including a hand microphone, leather carrying case and 3-inch reel of standard tape with take-up reel. The company claims the recorder has "a good measure of fidelity" and that at 3¾ rpm speed it will record for 45 minutes on a twin-track system. It has a power rewind.

21% of 3M's sales come from tape

Audio, video and instrumentation tape and allied products accounted for about 21% of the $500.6 million in sales reported by Minnesota Mining & Mfg. Co. for 1959.

The company announced Thursday that, with consolidation of worldwide operations for the first time, it had sales of $500,675,932 and common stock earnings of $63,564,729, equal to $3.74 per share. Last year, with only export and Canadian operations combined, sales hit $376,293,016 and earnings $43,879,033, or $2.58 a share. Dividends paid in 1959 were $25,499,736 ($1.50 a share) against $20,260,047 ($1.20) in 1958.

3M also reported it will expand production of tapes in its magnetic products plant at Freehold, N. J., augmenting output at St. Paul and Hutchinson. It is continuing developmental work, in conjunction with CBS Labs, on an audio tape cartridge system for home music, claiming further improvement in quality and production yields of magnetic tapes.

"In the magnetic recording field," the 3M report added, "progress continues toward achieving increased signal strength and reduced background noise in video, instrumentation and audio cartridge recording. New types of specialized, high performance tape recording equipment were introduced in 1959 for military and scientific applications."

Japanese color sets at $300 envisioned

Prospect of color tv receivers at $300 was raised last week when a leading Japanese electronics manufacturer was reported saying that if American orders were received "I think we can bring the color tv price down to about $300 in the not too distant future."

The spokesman represented Shibaura Electric Co. of Tokyo (Toshiba). He also said that his company and other Japanese electronic firms had received inquiries from American companies for color tubes and sets.

Three-gun, 17-in. color picture tubes already have been manufactured by one Japanese firm, an Electronic Industries Assn. source reported. This is the Mitsubishi Electric Manufacturing Co.

There are two Tokyo television stations which have received authorization to broadcast in color, it was learned. One is the government Nippon Television outlet, the other is the private Radio Tokyo JOKR-TV. Japanese tv stations have been experimenting with color tv since 1958. The Japanese government recently approved U.S. color standards for use in that country.

Jump before they hear

WADO New York in a few months of crusading on community problems has trained listeners to the point where they jump before bidden. Prior to the current editorial campaign, promoting a pay raise for firemen, listeners were briefed on the idea for a few days. Unsolicited reaction amounted to around 800 telephone calls a day and more than 100 letters and wires.

That was only preliminary. Since the campaign officially began, there hasn't been time to count calls (a special switchboard was installed in the preliminary phase). WADO did count a half million petition signatures collected in the first week.

To dramatize the issue, WADO News Director Jack Powers decided to go along with the firemen as they circulated their pay petition around town. Listeners are being asked every half-hour, 24 hours a day, to support the effort. Additional appeals are inserted in shows by disc jockeys. Mr. Powers, with John Gleason, Ben Shirley and Jay Levy of his staff, are recording the front-door and street exchanges on the petition rounds. They also are taping firefighting stories on the scene, getting a montage for a special 15-minute program to climax the effort. The goal is 2 million signatures by March 15.

The firefighter appeal is one of the community issues which WADO emphasizes on a non-stop basis, hitting the problems hard throughout the schedules. Others have been the city taxi tax (due for repeal), civil service pay, subway conditions (a state legislator credited WADO with spotlighting an inspection problem), housing, school bonds and others. Mr. Powers instituted the vigilant editorial program last fall before Bartell Family Radio took over the station management.

Rambler in the 'Grapevine'

WSOK Savannah, Ga., won first prize, a 1960 Rambler, in a contest sponsored by the *Dee Jay Grapevine* for a letter describing the station's most successful promotion. The *Grapevine* is a promotional bulletin distributed by Al Petker, "The Contest Man." WSOK's prizewinning effort involved buttons reading "I like WSOK, Dial 123" which were distributed to retail outlets. Listeners were invited to pick up these buttons there and station "mystery men" would tap people wearing them to receive silver dollars, movie and baseball passes, etc. At a large prize drawing in a movie theatre, with a button as admission price, hundreds were turned away for lack of room. Within four months the station had distributed 60,000 buttons and when it decided to discontinue the promotion, listeners demanded it be reinstated, WSOK said.

Cheesecake and goose flesh • Despite cool 50-degree North Carolina weather, WPET Greensboro celebrated the inauguration of its new president, James S. Beattie, by passing out balloons. Tom Quenelle, WPET account executive, handled the promotion. According to the station, some 1,000 balloons were handed out. The brave model took periodic refuge in the WPET mobile unit (rear).

Will 'great voice' win?

As a teaser campaign leading up to its coverage of the political primaries, conventions and the presidential election itself, Mutual is broadcasting a series of on-the-air announcements, which begin: "What great broadcaster will be in the White House next year?" Copy asserts that Franklin D. Roosevelt, Harry S. Truman and Dwight D. Eisenhower were "all great broadcasting personalities," and adds: "Keep pace with the presidential race—via this spot on your radio dial—the best spot—the Mutual spot."

Select group

WCBS New York formed a select club, enrolling listeners from the date of birth. The "29 Club," open only to people born Feb. 29, listed 47 memberships by noon on Leap Year Day and 164 two days later (local shows promoted the idea the seven days leading up to the event). By Wednesday (March 2) 254 others had written to say they were born on Feb. 29 in earlier years, but their applications were filed to be submitted to 29 Club membership for action. Members got gold-colored diaper pins and membership cards. WCBS will use the file in specialized product presentations. The station figures it will have a fair share of the Leap Year Day baby market in the club by the time all applications are received. Last Feb. 29, 421 babies were born in counties covered by WCBS, preliminary research revealed.

Battle of titans

In this corner, Jack Paar, bloody but unbowed; in the other, Brigitte Bardot, 108 pounds stripped — that's the "match" Ed Fisher, personality of WERE Cleveland, will "referee" tonight (March 7). Two television stations in that city are featuring Mr. Paar's return engagement and one of Miss Bardot's early epics, respectively on the late show. Mr. Fisher has asked listeners to send cards to "ringside" telling which show they will watch. He will then install two tv sets to monitor both shows and take telephone com-

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HAS JUST HOPPED ON THE
BIG MAC
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½ HR A WEEK FOR 26 SOLID WEEKS!
GET COMPLETE DETAILS FROM:
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26 WEEKS OF FREE
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Two series of 13-week, 15-minute programs featuring inspirational music and messages on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and Television stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

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Gentlemen:
Send Me ☐ TV Audition print ☐ Radio tape

Name_____

Address_____

City_____ Zone____ State_____

ments from listeners about the show they are watching.

• Drumbeats

Man in the dog suit • So there was Huckleberry Hound and Yogi Bear, right out of the cartoon features, playing the flute and dancing, respectively, at the Young People's Philharmonic concert in Ft. Wayne, Ind. Their incarnation from celluloid was arranged by WPTA (TV), that city, with Bob Weesner and Dick Mitchell of that station donning the beastly togs. Before making the concert scene, the duo appeared live on John Douglas' cartoon show. At the concert they contracted severe cramps of the paw by signing autographs for delighted children.

Sheriff Truman • Ziv-Tv's *Tombstone Territory* recently added former President Harry S. Truman to its distinguished roster of honorary sheriffs of Tombstone. Mr. Truman was awarded his badge and proclamation while visiting in Phoenix this winter.

Easy living • WAVY Norfolk-Portsmouth-Newport News, Va., will support some lucky listener throughout the month of April, income tax month. All he has to do is describe in 25 words or less why he would like to live free for a month. Rent or house payments, car payments, insurance, utilities, hair cuts, groceries and gas for a month will all be given free to the winner.

February fibs • WHOL Allentown, Pa., celebrated Washington's birthday by telling 22 lies about him during the day. Each listener who called in the correct information received a "portrait of Washington suitable for framing or spending," according to the station.

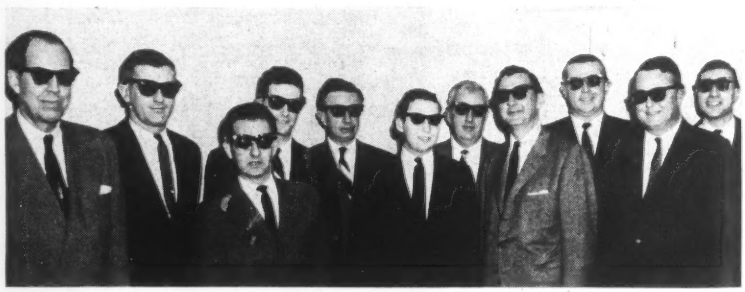
No listeners? • WZIP Cincinnati decided to take matters into its own hands after a survey of the Cincinnati market failed to show any WZIP listeners, according to the station.

The station published a ballot in local newspapers asking readers to send it in if they listened to the station. In an "official" tally, tabulated by a professor of accounting at a local university, the station received 10,431 "votes." WZIP features a "good music" format.

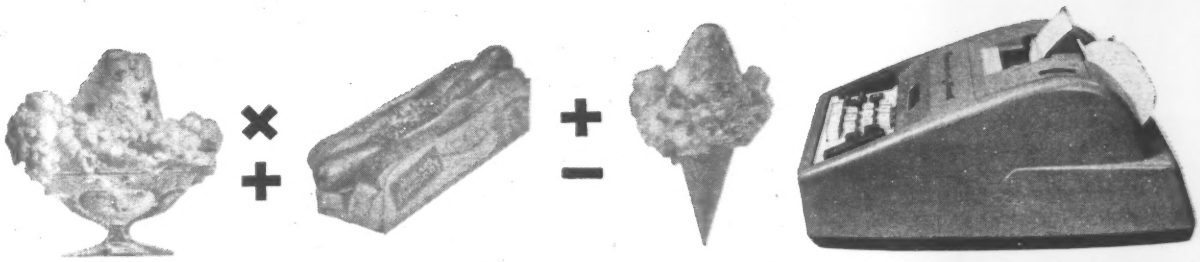
'Mouse' wins cat award • A cat named Mouse won a WRGB Stockbridge, Mass., contest for the cat who looks most like the feline Felix of cartoon fame. Other cat winners were for the "biggest, and most beautiful." Winners were announced by the station after entrants were brought to the studio for judging.

Star-studded • For 16 continuous hours, stars, actresses and models contributed their services on KTTV (TV) Los Angeles, which gave the time, to aid the Stop Arthritis campaign. Between 1 a.m. and 5 p.m. Sunday, Feb. 21, the station raised $105,000. Lawrence Welk's orchestra provided music and Art Linkletter was m.c.

The pickled pepper pick • Joe O'Brien has a number of gimmicks going for him in the course of a 4-7 p.m. stint on WMCA New York six days a week. Sometimes they evoke a hearty response and end up costing the station money. An example is the current "Tongue Twisters," in which listeners are promised $10 if they can submit a slogan to



'More than ever' • The sunglasses "contain artfully concealed transistor radios" explains Peters, Griffin, Woodward, station representative, which has so disguised its radio salesmen while visiting advertising agencies during New York's winter. Idea is to promote the fact that "more than ever radio goes where the people go." Each member of the group except where title is supplied is a PGW radio account executive (l to r): Bob Summerville, Jim Horsey, Vic Piano (promotion director), Randy Place, H. Preston Peters (PGW president), George Ponte, Don Frost, Robert H. Teter (vp-director, radio), Lee Vandenhandel, Jack Thompson (vp-sales) and Alan Bell (promotion-research).



How Remington Rand Adding Machines

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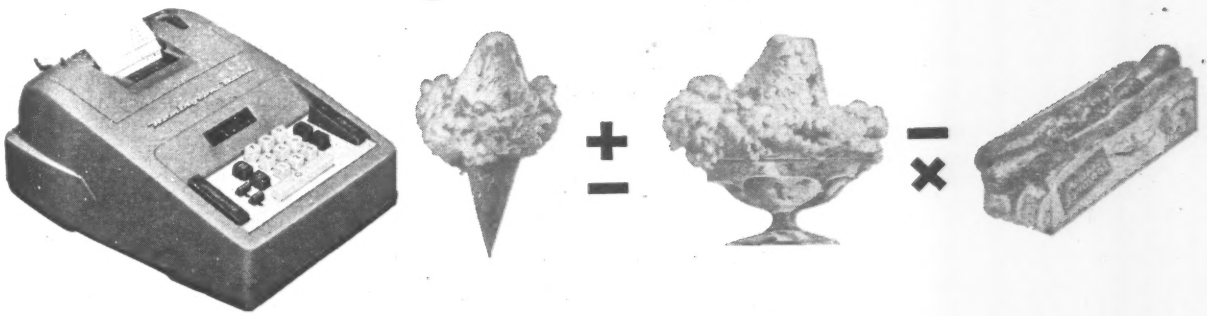

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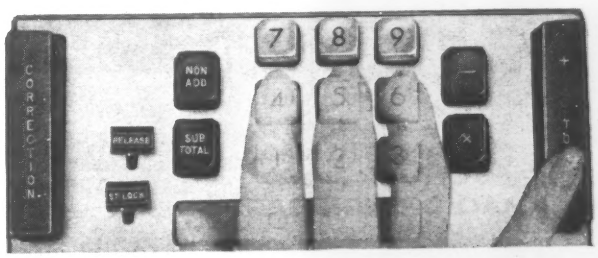
Hundreds of REMINGTON RAND Adding Machines are hard at work in Howard Johnson's restaurants and motor lodges. Hi-speed addition and subtraction reduce payroll figurework. Accumulative Multiplication simplifies invoice checking. Features engineered into a REMINGTON RAND Adding Machine:

Electric operation • addition, subtraction, short-cut multiplication • 10-key keyboard • answers printed in red • minus totals identified as credit (CR) • handspan keyboard • quiet operation • fatigue-easing design and colors.



Did you know you can buy a REMINGTON RAND Adding Machine for $3.33 a week after a small down payment? Much less with trade-in. Contact your local Remington Rand Office or dealer or write for folder A1163, 315 Park Avenue South, New York 10, New York.

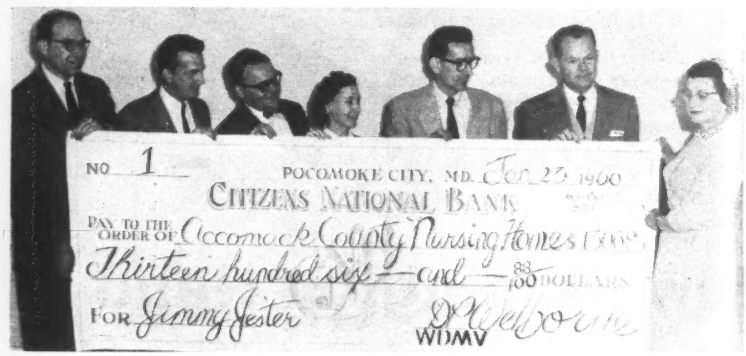
Remington Rand

DIVISION OF SPERRY RAND CORPORATION

twist the m.c.'s tongue. Those that Mr. O'Brien says perfectly on the air earn their writers only $1. In nine weeks listeners responded with 8,000 entries and WMCA paid out $642. Joe O'Brien, reciting his way through tongue twisters in several languages on all conceivable topics, says he averages about 40% right. More popular than Peter Piper and the peck of pickled peppers, says the radio personality, is "Still the sinking steamer sunk."

Dog of the day • WVIP Mt. Kisco, N.Y., has come to the rescue of the Westchester County center of the Society for the Prevention of Cruelty to Animals. After Mort Dean, WVIP news editor, learned the center was ready to close for lack of funds, he arranged to have the station air daily broadcasts in a drive for funds that netted the shelter $5,000. In addition, WVIP has scheduled two spot announcements daily to help in the placement of stray pets. Called "Dog of the day at the SPCA," the spots consist of poetic descriptions of the dogs by school children, followed by recorded whimpers of the homeless pet.

Cleveland 'first' • Thomas Edison's first record, made in 1877, and re-recorded in 1927, was used for station breaks by KYW Cleveland, Feb. 11, commemorating the inventor's 113th anniversary. The recording of "Mary Had a Little Lamb," was originally made of tin foil and soon fell apart. Edison recorded it again in 1927, but it never did make the top 40.


NO 1
POCOMOKE CITY, MD. Jan 23 1960
CITIZENS NATIONAL BANK
PAY TO THE ORDER OF Accomack County Nursing Homes Inc
Thirteen hundred six — and — 83/100 DOLLARS
FOR Jimmy Jester
WDMV

Lot'sa check • One of the "largest" checks ever cashed was presented to Mrs. Reed Onley (far right) chairman of a nursing home, by staffers of WDMV Pocomoke, Md. When the station learned that 16-year-old Jimmy Jester, paralyzed last summer in a swimming accident, couldn't return home because his family lacked funds for special equipment needed for his comfort, it staged a "radiothon." WDMV raised $1,306 for Jimmy. Holding the check are (l to r) Ernie Tannen, owner of WDMV; Dave Welborn, Pierce Burgess, Catherine Sparrow, Curt White, general manager, and Dave Davis, all of WDMV.

'I Missed It . . . I Saw It' • By the simple device of using two stills of a rubber-faced staff cameraman, KPHO-TV Phoenix, has created an attention-getting promotional spot, tying in with the station's daily newspaper advertising of its schedule. A sad-faced version is shown on the air with the announcer saying: "Awww, if he'd only known it was on, he would have watched." It is followed by smiling photograph with the announcer explaining: "He reads KPHO-TV's daily ad and knows what he's going to see before he tunes in."

'S'no' contest • WKEE Huntington, W.Va., took advantage of the winter weather and awarded $20 to the biggest snowman in the community. The winner was a 12 ft. high snow monster "constructed" by the Sigma Alpha Epsilon fraternity at Marshall College in Huntington.

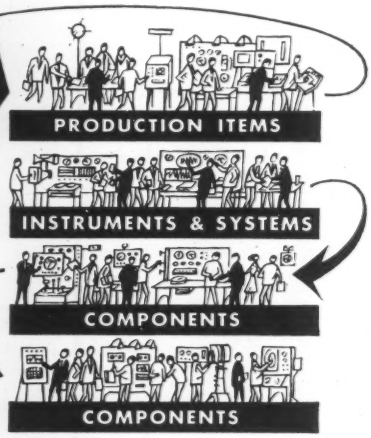
Hoedown • Dennis Weaver, "Chester" of CBS-TV's *Gunsmoke*, Sky King and other tv luminaries whooped up an 18-hour telethon over WKRC-TV Cincinnati that helped gross over $83,000 for the Goodwill Industries' rehabilitation home there. The show ran Saturday night 11:15 p.m. to Sunday at 5 p.m. Station disc jockeys manned the phones to accept pledges with local officials and others pitching in to help. Area children made door-to-door collections with the cash—over $8,000—turned in before the tv cameras.

Love & marriage • WKNB Hartford, Conn., paid the way for five starry-eyed couples who took out marriage licenses to be wed Feb. 13 and 14. The station paid the license fee for five couples who called in. It was WKNB's way of saluting the Valentine's Day weekend.

4 BIG FLOORS

see all there is to see... from TOP to BOTTOM

4 BIG DAYS... at the IRE NATIONAL CONVENTION and RADIO-ENGINEERING SHOW!



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FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

February 25 through March 2. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTION BY FCC

Santa Fe Telecasting Co., Santa Fe, N.M.—Is being requested to furnish further information with respect to operating cost estimates and determination of local programming needs because proposed programming schedule and policy are virtually identical with those of other pending applications mentioning same supplier of equipment. Is applicant for new tv station to operate on ch. 11. Ann. Feb. 25.

Existing Tv Stations

ACTIONS BY FCC

WEAR-TV Pensacola, Fla.—By letter, Commission dismissed request for temporary authority to operate from site specified in outstanding cp granted Oct. 7, 1959, with ERP 7.94 kw, with temporary ant. and ant. height 1100 ft. Oct. 7 grant was conditioned, among other things, that operating authority would not be granted for this operation until WLBT (TV) (ch. 3) Jackson, Miss., commences regular program operation with facilities authorized in its outstanding permit. Comr. Hyde dissented. Ann. Feb. 25.

WHYZ-TV Duluth, Minn.—Designated for hearing application to change trans. and studio locations, ant. system, and increase ant. height from 800 to 980 ft. Comr. Hyde abstained from voting. Ann. Feb. 25.

New Am Stations

APPLICATIONS

Heber Springs, Ark.—Cleburne Bcstg. Co. 1370 kc, 500 w D. P.O. address Heber Springs, Ark. Estimated construction cost $13,000, first year operating cost $24,000, revenue $30,000. Applicant is **Eulis W. Cochran,** owner of KCCB Corning, KTPA Prescott, 50% owner of KCCL Paris, all Arkansas. Ann. Mar. 2.

Lompoc, Calif.—Lompoc Bcstg. Inc. 1330 kc, 1 kw D. P.O. address 405 Central Tower Bldg., San Francisco, Calif. Estimated construction cost $22,822, first year operating cost $49,850, revenue $60,000. Principals include **Clifford A. Trotter,** 51%, **Donald P. Ham,** 20%, and others. Messrs. Trotter and Ham are employes of KCBS San Francisco. Ann. Feb. 26.

Palm Desert, Calif.—Victor Hugo-Vidal 1270 kc, 500 w D. P.O. address 70-764 Boothill Rd., Palm Springs, Calif. Estimated construction cost $22,000, first year operating cost $50,000, revenue $55,000. Applicant is stockholder in various corporations. Ann. Feb. 26.

Hazlehurst, Ga.—Hazlehurst Radio 1480 kc, 1 kw D. P.O. address 1011 N. Ridge St., Tifton, Ga. Estimated construction cost $13,100, first year operating cost $38,000, revenue $45,000. Applicant is **William E. Sides,** manager of WWGS Tifton, Ga. Ann. Mar. 2.

Rome, Ga.—Radio Rome 1360 kc, 500 w D. P.O. address Rome, Ga. Estimated construction cost $8,550, first year operating cost $30,000, revenue $42,000. Principals are **John P. Frew, Leslie E. Gradick,** and **Floyd W. Frew,** equal partners. Messrs. Gradick and John Frew are co-owners of WPLK Rockmart, Ga. Floyd Frew owns chemical company. Ann. Feb. 18.

Thomaston, Ga.—Alfred A. Britt 1500 kc, 1 kw D. P.O. address 324 East Lee St., Thomaston, Ga. Estimated construction cost $12,648, first year operating cost $25,000, revenue $35,000. Applicant owns fertilizer company. Ann. Feb. 26.

Indianapolis, Ind.—Radio One Five Hundred Inc. 1500 kc, 10 kw D. P.O. address 405 Central Tower Bldg., San Francisco, Calif. Estimated construction cost $40,869, first year operating cost $96,000, revenue $110,000. Principals include **Douglas D. Kahle, Edwin Tornberg** and **Edward Wetter,** 33⅓% each. Applicants are associated with Edwin Tornberg Inc., radio-tv brokers. Ann. Feb. 26.

Taylorsville, N.C.—Alexander Bcstg. Inc. 860 kc, 250 w D. P.O. address P.O. Box 74, Taylorsville, N.C. Estimated construction cost $28,750, first year operating cost $60,000, revenue $75,000. Principals include **C.K. Sherrill, Howard Whitener,** both 7.8%, and 11 other stockholders. Messrs. Sherrill and Whitener are in yarn manufacturing. Ann. Feb. 26.

Mt. Holly, N.J.—Mt. Holly-Burlington Bcstg. Co. 1460 kc, 5 kw. P.O address 321 Summer Ave., Newark 4, N.J. Estimated construction cost $64,818, first year operating cost $80,000, revenue $95,000. Applicant is **John J. Farina,** employe of NBC. Ann. Feb. 29.

North White Plains, N.Y.—Northcastle Radio Inc. 1500 kc, 1 kw D. P.O. address 360 Lexington Ave., New York. Estimated construction cost $28,854, first year operating cost $75,000, revenue $75,000. Principals include **Sumner Collins,** 18%, **Ralph Weil,** 10%, and others. Mr. Collins is stockholder in KATZ St. Louis, Mo. Mr. Weil is former stockholder and officer of WOV New York. Ann. Feb. 29.

New York, N.Y.—KSTP Inc. 770 kc, 50 kw. P.O. address 3415 University Ave., St. Paul, Minn. Estimated construction cost $998,500, first year operating cost $450,000, revenue $525,000. Principals include **Stanley E. Hubbard,** 62.17%, and others. KSTP owns KSTP-AM-TV St. Paul, Minn., KOB-AM-TV Albuquerque, N.M., and WGTO Cypress Gardens, Fla. Ann. Feb. 26.

Seven Hills, Ohio—Calhio Bcstrs. 600 kc, 500 w D. P.O. address 235 Quadro Vecchio Drive, Pacific Palisades, Calif. Estimated construction cost $52,193, first year operating cost $72,000, revenue $90,000. Applicant is **Thomas B. Friedman,** president and majority stockholder of KNEZ Lompoc, Calif. Ann. Mar. 1.

Eugene, Ore.—Emerald Bcstg. Corp. 1500 kc, 10 kw D. P.O. address 1345 Olive St., Eugene, Ore. Estimated construction cost $51,900, first year operating cost $50,000, revenue $60,000. Principals include **J. Hobart**

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 2

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,403	59	78	801
FM	644	54	164	106
TV	472	52	101	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 2

	VHF	UHF	TV
Commercial	447	77	524
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through January 31, 1960

	AM	FM	TV
Licensed (all on air)	3,399	644	471[1]
CPs on air (new stations)	59	38	55[2]
CPs not on air (new stations)	78	164	96
Total authorized stations	3,536	846	670
Applications for new stations (not in hearing)	558	73	61
Applications for new stations (in hearing)	241	36	62
Total applications for new stations	799	109	123
Applications for major changes (not in hearing)	668	30	40
Applications for major changes (in hearing)	180	10	17
Total applications for major changes	840	40	57
Licenses deleted	0	0	4
CPs deleted	0	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Wilson, 50%, **Richard B.** and **Thomas F. Thompson,** 25% each. Mr. Wilson is in insurance. Messrs. Thompson own record and equipment stores. Ann. Feb. 18.

Existing Am Stations

ACTIONS BY FCC

KPAL Palm Springs, Calif.—Waived Sec. 3.188 of rules and granted application to change trans. site about 1.1 miles NNW of presently licensed site (former KCMJ site where applicant has been operating with temporary ant.); engineering condition. Ann. Feb. 25.

KDON Salinas, Calif.—Granted license to cover cp for aux. trans. Ann. Feb. 24.

APPLICATIONS

WFPA Fort Payne, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Feb. 25.

KCCB Corning, Alaska—Cp to increase power from 500 w to 1 kw and make changes in trans. equipment. Ann. Feb. 25.

KCRT Trinidad, Colo.—Mod. of license to change hours of operation from unl. to specified hours: (Sign-on to 8:00 p.m. daily) (1240 kc). Ann. Feb. 25.

WLAD Danbury, Conn.—Cp to increase power from 250 w to 1 kw and install new trans. (800 kc). Ann. Feb. 25.

WCQS Alma, Ga.—Cp to increase daytime power from 250 w to 1 kw, (retain 250 w power after LS—station operated on specified hours) and install new trans. (1400 kc). Ann. Mar. 1.

WSGA Savannah, Ga.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. equipment. (1400 kc). Ann. Feb. 25.

WRMS Beardstown, Ill.—Mod. of license to change hours of operation from daytime to specified hours: Sign-on to 6:00 p.m. except during months of Oct., Nov., Dec., Jan. and Feb.—sign-off LS. (790 kc). Ann. Mar. 2.

WEPS Elgin, Ill.—Cp to change frequency from 88.1 mc, ch. 201 to 91.3 mc, ch. 217, increase power from 10 w to 238 w (ERP) and specify ant. height above average terrain of 24 ft. Ann. Mar. 2.

WKTQ South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann Feb. 25.

WIOS Tawas City-East Tawas, Mich.—Cp to change frequency from 1480 kc to 1410 kc, change from employing DA to non-directional and make changes in ground system. Ann. Feb. 29.

WGTC Greenville, N.C.—Cp to change hours of operation from D, non-DA to unl., using power of 1 kw, 5 kw-LS, and employing DA-N. (1590 kc). Ann. Mar. 2.

KGGG Forest Grove, Ore.—Cp to increase power from 1 kw to 5 kw, change ant.-trans. and studio locations, changes in ant. and ground systems, install new trans., delete remote control operation and change station location from Forest Grove, Ore. to Vancouver, Wash. (1570 kc). Ann. Mar. 1.

WNIK Arecibo, P.R.—Cp to increase daytime power from 250 w to 1 kw and make changes in trans. equipment. (1230 kc) Ann. Mar. 1.

WJSO Jonesboro, Tenn.—Mod. of license to change station location from Jonesboro to Johnson City, both Tennessee. (1590 kc). Ann. Feb. 25.

WHBY Appleton, Wis.—Cp to increase daytime power from 250 w to 1 kw and install a new trans. (Request waiver of Sec. 3.28(c) of rules.) (1230 kc). Ann. Mar. 1.

WHA Madison, Wis.—Cp to change frequency from 970 kc to 750 kc, increase power from 5 kw to 10 kw, change ant.-trans. location, changes in ant. and ground system and install new trans. Ann. Mar. 2.

KVOC Casper, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Feb. 26.

New Fm Stations

ACTIONS BY FCC

Atlanta, Ga.—Granted cp for new class B fm station to operate on 97.5 mc; ERP 30 kw; ant. height 295 ft. Ann. Feb. 25.

APPLICATIONS

***Marietta, Ohio—Marietta College,** 89.3 mc, 10 w. P.O. address Andrews Hall, Marietta College, Marietta, Ohio. Estimated construction cost $2,200, first year operating cost $1,400. Station is non-commercial educational. Ann. Mar. 2.

Dallas, Tex.—Prowell-Stroud Co. 105.3 mc, 8.75 kw. P.O. address 215 Buchanan St., Amarillo, Tex. Estimated construction cost $26,757, first year operating cost $28,500, revenue $45,000. Principals are **James L. Prowell** and **J. Ernest Stroud,** equal partners. Mr. Prowell manufactures commercial gases; Mr. Stroud is in real estate. Ann. Feb. 26.

Pewaukee, Wis.—Paul A. Stewart Enterprises. 106.9 mc, 5 kw. P.O. address P.O. Box 504, Madison, Wis. Estimated construction cost $28,585.27, first year operating cost $9,000, revenue $9,000. Applicant, **Paul A. Stewart,** is owner of WRVB-FM Madison, Wis. Ann. Mar. 1.

Existing Fm Stations

ACTION BY FCC

WKOX-FM Framingham, Mass.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Feb. 25.

APPLICATION

WMRT Lansing, Mich.—Mod. of cp (which authorized new fm broadcast station) to change frequency from 104.7 mc, ch. 284, to 102.5 mc, ch. 273, increase ERP from 30 kw to 61.4 kw, decrease ant. height above average terrain from 370 ft. to 360 ft., change type ant. and trans. Ann. Mar 2.

Ownership Changes

APPLICATIONS

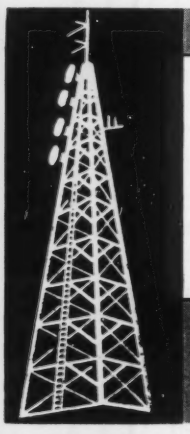
KENI-AM-TV Anchorage, Alaska—Seeks assignment of license from **Midnight Sun Bcstg. Co.** to **All-Alaska Bcstrs. Inc.** for $1,200,000. Sale includes KFAR-AM-TV Fairbanks and KTKN Ketchikan, both Alaska. Principals include **Rosa L.** and **Alvin O. Bramstedt,** 22.64%, **R.D. Jensen,** 15.08%, and 60 other stockholders. Mr. Bramstedt is manager of Midnight Sun; Mr. Jensen is manager of KTKN Ketchikan. Ann. Feb. 25.

KFAR-AM-TV Fairbanks, Alaska — Seeks assignment of license from **Midnight Sun Bcstg. Co.** to **All-Alaska Bcstrs, Inc.** for $1,200,000. Sale includes KENI-AM-TV Anchorage and KTKN Ketchikan, both Alaska. Principals include **Rosa L.** and **Alvin O. Bramstedt,** 22.64%, **R.D. Jensen,** 15.08%, and 60 other stockholders. Mr. Bramstedt is manager of Midnight Sun; Mr. Jensen is manager of KTKN Ketchikan. Ann. Feb. 25.

KTKN Ketchikan, Alaska—Seeks assignment of license from **Midnight Sun Bcstg. Co.** to **All-Alaska Bcstrs. Inc.** for $1,200,000. Sale includes KENI-AM-TV Anchorage and KFAR-AM-TV Fairbanks, both Alaska. Principals include **Rosa L.** and **Alvin O. Bramstedt,** 22.64%, **R.D. Jensen,** 15.08%, and 60 other stockholders. Mr. Bramstedt is manager of Midnight Sun; Mr. Jensen is manager of KTKN. Ann. Feb. 25.

KXLR North Little Rock, Ark.—Seeks assignment of license from **Sanders Arkansas Bcstg. Inc.** to **Arkansas Bcstg. Inc.** for $215,000. Principals include **Devane Clarke,** 51⅔%, **Charles R. Rutherford,** 33⅓%, and others. Mr. Clarke is in advertising; Mr. Rutherford is electronics consultant Ann. Feb. 26.

WRDW-TV Augusta, Ga.—Seeks assignment of license from **Southeastern Newspapers, Inc.** to **WPIT Inc.** for $1,575,000. Purchasers include **Jack N.** and **Louis Berkman,** 25.10%, each, and others. WPIT (inc. is licensee of WPIT Pittsburgh and WSOL Tampa, Fla. and is part of The Friendly



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KULA Honolulu, Hawaii—Seeks assignment of license from **Burnett Bcstg. Inc.** to **KULA Bcstg. Inc.** for $500,000. Purchaser is **Charles Stuart III,** who was recently released from U.S. Air Force. Ann. Mar. 1.

WJBC-AM-FM Bloomington, Ill. — Seeks transfer of negative control of **Bloomington Bcstg. Corp.** from **Leslie C. Johnson** and **Daily Pantagraph Inc.,** 50% each, to **Leslie C. Johnson,** 46%, **Daily Pantagraph Inc.,** 50%, and **Vernon A. Nolte,** 4% for $6,000. Shares owned by Mr. Nolte to be deposited in voting trust with Mr. Johnson as trustee. Mr. Nolte has option to buy 25% of Mr. Johnson's holdings during next 10 years. Mr. Nolte is manager of WJBC. Ann Feb. 29.

KWNT Davenport, Iowa—Seeks transfer of control of **Decorah Assoc. Inc.** from **Alex J. Clark, Howard Dorsey** and **Harry Alpirn,** 33⅓% each, to **Frank Babcock** and **Lynn Willey Babcock,** equal partners, for $92,708. Mr. Babcock has been in radio for ten years; Mrs. Babcock is free lance writer. Ann. Feb. 29.

WYFE New Orleans, La.—Seeks assignment of license from **WYFE Inc.** to **WWOM Inc.** for $300,000. Purchaser is **Franklin Bcstg. Co.,** group headed by **William F. Johns Jr.,** 80% owner. Franklin Bcstg. also owns WMIN St. Paul, Minn., WLOD, Pompano Beach, Fla. Mr. Johns is also controlling stockholder of Western Bcstg. Inc., licensee of KRIB Mason City, Iowa. Ann. Feb. 26.

WMFG Hibbing, Minn.—Seeks transfer of control of **Hibbing Bcstg. Co.** from **Harold J. Parise,** 45%, **Selma M. Parise,** 5%, **Frank P. Befera,** 45%, and **Claire C. Befera,** 5%, to **Frank P. Befera,** 95%, and **Claire C. Befera,** 5%, for $40,000. Sale also includes WHLB Virginia, Minn. Ann. Mar. 2.

WHLB Virginia, Minn.—Seeks transfer of control of **Virginia Bcstg. Co.** from **Harold J. Parise,** 45%, **Selma M. Parise,** 5%, **Frank P. Befera,** 45%, and **Claire C. Befera,** 5%, to **Frank P. Befera,** 95%, and **Claire C. Befera,** 5%, for $40,000. Sale includes WMFG Hibbing, Minn. Ann. Mar. 2.

KBTN Neosho, Mo.—Seeks assignment of license from **William M. Harlow** to **Galen O. Gilbert,** 75%, and **W.R. Bentley,** 25%, for $59,500. Principals are employes of KTLQ Tahlequah, Okla. Ann. Mar. 1.

KTNC Falls City, Neb.—Seeks assignment of license from **Craig Siegfried** to **Falls City Bcstg. Co.** for $55,000 plus 75% of accounts receivable. Principals are **William Hardt,** 71.4%, **John J. Busche,** 23.8%, and **LeRoy W. Hardt,** 4.8%. Mr. William Hardt is employe of KTNC. Mr. Busche is in auto sales and service. Mr. LeRoy Hart is pharmacist. Ann. Mar 1.

KQDY Minot, N.D.—Seeks assignment of license of **Dakota Bcstrs.** from **Paul Crain, H.T. Searle, Delbert Bertholf** and **D. Gene Williams,** all 25%, to all three named and **Jack W. Birchill,** all 25%, for $37,000. Mr. Birchill is employe of KUDI Great Falls, Mont. Ann. Feb. 29.

WBNC Conway, N.H.—Seeks transfer of control of WBNC from **William R. Sweeney,** sole owner, to **Lawrence H.** and **Joan Sherman,** equal partners, for $40,000. Applicants are employes of WBNC. Ann. Feb. 28.

KLOO Corvallis, Ore.—Seeks assignment of license from **Benton Bcstrs. Inc** to **Willamette Valley Radio Inc.** for $70,000. Principals are **William C.** and **Marilyn Q. Hurley,** equal partners. Mr. Hurley is in advertising; Mrs. Hurley is ice skating professional and teacher. Ann. Mar. 2.

KKID Pendleton, Ore.—Seeks transfer of control of **WCS Bcstg. Inc.** from **Fred W. Stevens,** 73⅓%, **Jack Comfort** and **Paul M. Ward,** 13⅓% each, to **Vernon G. Ludwig,** 53⅓%, **Fred W. Stevens,** 20%, **Jack Comfort** and **Paul M. Ward,** 13⅓% each, for $60,000 paid to Mr. Stevens. Mr. Ludwig is employe of KKID. Ann. Mar. 2.

WGOG Walhalla, S.C.—Seeks assignment of license of **Oconee Bcstg. Co.,** from partnership to corporation. No financial consideration involved. Ann. Mar. 1.

KSML Seminole, Tex.—Seeks assignment of license from **Marshall Formby** to **KSML Bcstrs.** for $40,000. Principals are **C.C. Woodson** and **Fred V. Barbee Jr.,** equal partners. Messrs. Woodson and Barbee are newspaper publishers. Ann. Feb. 26.

KGKB Tyler, Tex.—Seeks assignment of license from **Oil Center Bcstg. Inc.** to **KGKB Inc.** for $125,100. Principals include **Harry O'Connor,** 31.41%, **Wallace Barbee,** 26.6%, and others. Mr. O'Connor is in insurance. Mr. Barbee is employe KGKB. Ann. Mar. 2.

WKAZ Charleston, W.Va.—Seeks assignment of license from **Kanakha Valley Bcstg. Co.** to **Radio WKAZ Inc.** for $360,000. Purchasers include **Judith S. Scofield,** 30%, **Hartley Samuels, Margery S. Samuels,** 15% each, and others. Applicants listed own KODY Platte, Neb. Sale includes WKAZ-FM Charleston. Ann. Mar. 2.

WKAZ-FM Charleston, W.Va.—Seeks assignment of license from **Kanawha Valley Bcstg. Co.** to **Radio WKAZ Inc.** for $360,000. Purchasers include **Judith S. Scofield,** 30%, **Hartley Samuels, Margery S. Samuels,** 15% each, and others. Applicants listed own KODY North Platte, Neb. Sale includes WKAZ-AM Charleston. Ann. Mar. 2.

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Hearing Cases

FINAL DECISIONS

By report and order, commission finalized rulemaking and amended tv table of assignments by shifting ch. 11 from Marinette to Green Bay, Wis., and, at same time, modified license of M&M Bcstg. Co. to specify operation of station WLUK-TV on ch. 11 in Green Bay instead of Marinette; conditions. Comrs. Bartley, Lee and Ford dissented. Ann. Mar. 2.

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Island Teleradio Service Inc., for new am station to operate on 1,000 kc, 1 kw, unl., in Charlotte Amalie, St. Thomas, Virgin Islands, and denying application of WPRA Inc., to move facilities of station WPRA (990 kc) from Mayaguez, P.R., to Guaynabo, P.R., and change from 10 kw, DA-1, unl., to 1 kw-N, 10 kw-LS. Ann. Feb. 26.

OTHER ACTIONS

By memorandum opinion and order, commission dismissed "protest" and "motion for reconsideration" by Federal Bcstg. System Inc. (WSAY), Rochester, N.Y., directed against Dec. 30, 1959 grant of licenses to WHEC Inc., and Veterans Bcstg. Inc., for stations WHEC-TV and WVET-TV, which share time on ch. 10 in Rochester. Comrs. Craven and Cross not participating. Ann. Feb. 24.

Commission invites comments to notice of proposed rule making looking toward reserving ch. 8 for noncommercial educational use in Waycross, Ga. Georgia State Board of Education, permittee of station WEGS-TV (ch. 8) Waycross, petitioned to reserve that channel exclusively for educational use. Ann. Mar. 2.

Commission invites comments to notice of proposed rule making looking toward amending tv table of assignments by assigning ch. 7 to Prescott, Ariz., in addition to that city's present uhf ch. 15. Thunderbird Bcstg. Co. (am station KNOT), Prescott, petitioned for assignment. Ann. Mar. 2.

Routine Roundup

Commission proposed rule changes which would enable it to make occasional use of shorter-term licenses in case of any broadcast station which it does not feel is entitled to regular three-year renewal and which merits closer observation during shorter period of operation. It believes that this would not only have a bettering effect on performance of station involved but would also have beneficial influence on broadcast stations generally.

Under Sec. 307(d) of Communications Act commission has authority to grant broadcast licenses for period of not more than three years. However, its rules provide for normal three-year licenses. Accordingly, it proposes to amend Sec. 3.34, 3.218, 3.518, and 3.630 of rules relating to license period for am, fm, and tv stations (both commercial and educational) to read:

"Licenses for (type) broadcast stations ordinarily will be issued for a period of three years and, when regularly renewed, at three year intervals thereafter: Provided, however, That if the Commission finds that the public interest, convenience, and necessity will be served thereby, it may issue either an initial license or a renewal thereof for a lesser term . . ."

International broadcast stations are not involved since their license period is now for one year only. Comments are invited by April 1. Ann. Mar. 2.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Granted petition by Norwalk Bcstg. Inc., for dismissal without prejudice of its application for new am station in Norwalk, Ohio, which was in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action Feb. 23.

In light of Hearing Examiner's continuance of hearing from Feb. 16 to March 22, affirmed Feb. 10 denial of petitions by Air Transport Assn. of America and Air Line Pilots Assn., Internat'l, to intervene in proceeding on application of M & M Bcstg. Co. for mod. of cp of station WLUK-TV Marinette, Wis. Action Feb. 23.

Scheduled hearing for April 13 in proceeding on application of Orange County Bcstrs. for new am station in Anaheim, Calif. Action Feb. 24.

Scheduled hearing for April 25 in proceeding on am applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Action Feb. 24.

Granted petition by Hi-Fi Bcstg. Co., for dismissal without prejudice of its application and retained in hearing status application of Radio Hanover Inc., both for new fm stations in York-Hanover, Pa. Action Feb. 26.

By Hearing Examiner J.D. Bond

Granted petition by Union County Bcstg. Co., Morganfield, Ky., to amend its am application to add supplementary financial data; application is in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al: Action Feb. 25.

Continued to a date to be fixed by subsequent order hearing scheduled for March 16 in proceeding on applications of Jefferson County Bcstg. Co. and Ralph J. Silkwood for new am stations in Madras and Klamath Falls, Ore. Action Feb. 25.

By Hearing Examiner Basil P. Cooper

As result of agreements reached at Feb. 26 prehearing conference in proceeding on fm applications of Eastern States Bcstg. Corp. (WSNJ-FM), Bridgeton, N.J., et al., continued evidentiary hearing from March 9 to May 9. Action Feb. 26.

Granted petition by Mount Wilson Fm Bcstrs. Inc. (KBCA [FM]), Los Angeles, Calif., and extended from March 2 to March 16 date for preliminary exchange of exhibits, from March 16 to March 30 for final exchange of exhibits, and from March 28 to April 11 for evidentiary hearing in proceeding on its fm application and that of Freddot Ltd. (KITT [FM]), San Diego, Calif. Action Feb. 29.

By Commissioner T.A.M. Craven

Granted petition by Broadcast Bureau for extension of time to March 7 to file responsive pleadings to joint petition for reconsideration and grant without hearing by Palmdale Bcstrs. (KUTY), Palmdale, and Voice of Orange Empire Ltd. (KWIZ), Santa Ana, both California, in proceeding on their am applications. Action Feb. 24.

Granted petition by West Bend Bcstg. Co. for extension of time to Feb. 26 to file re-

sponsive pleading to opposition by Broadcast Bureau to its petition for reconsideration and grant without hearing of am application which is in consolidated proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Feb. 24.

By Hearing Examiner Thomas H. Donahue

Pursuant to ruling made on record of oral argument in proceeding on applications of Caro Bcstg. Co. and Tuscola Bcstg. Co., for new am stations in Caro, Mich., extended from Feb. 23 to Feb. 29 date for filing proposed findings. Action Feb. 23.

On basis of agreements reached at Feb. 24 prehearing conference in proceeding on am applications of S & W Enterprises Inc., Woodbridge, Va., et al., changed dates for procedural steps as follows; Extended from Feb. 25 to March 1 date for second informal engineering conference, from March 1 to March 14 for final exchange of engineering exhibits, from March 3 to 9:30 a.m. March 17 for further prehearing conference and from March 8 to March 21 for hearing. Action Feb. 24.

Granted motion by Upland Bcstg. Co. for extension of time from Feb. 24 to March 2 to file proposed findings of fact and conclusions of law and from March 7 to March 18 for replies in proceeding on am applications of Cannon System Ltd. (KIEV), Glendale, Calif. et al. Action Feb. 25.

By Hearing Examiner Charles J. Frederick

As result of agreements reached at Feb. 23 prehearing conference, insofar as am proceeding on applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., relates to group 4, ordered that all final exhibits shall be exchanged among parties on or before April 4; naming of witnesses shall be made on or before April 11; and scheduled hearing in group 4 for April 18. Action Feb. 23.

Granted request by E. Anthony & Sons Inc. for extension of time from Feb. 19 to Feb. 23 for parties in group 7 to file their engineering data in proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action Feb. 25.

As result of agreements reached at Feb. 25 hearing, ordered that engineering data requested by Broadcast Bureau from applicant shall be exchanged on or before March 18 and that further hearing will commence April 1 in proceeding on application of Rodney F. Johnson (KWJJ), Portland, Ore. Action Feb. 25.

As result of agreements reached at Feb. 26 hearing session of group 2 in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., ordered that all further exhibits of any nature whatsoever to be exchanged among parties in group 2 shall be exchanged on or before March 25; notification of identities of witnesses required for further hearing shall be made on or before April 1, and scheduled further hearing in group 2 for April 11. Action Feb. 26.

By Hearing Examiner Millard F. French

On own motion, scheduled prehearing conference for March 11 in proceeding on applications of David L. Kurtz and Brandywine Bcstg. Corp., for new fm stations in Philadelphia and Media, both Pennsylvania. Action Feb. 25.

On own motion, scheduled further hearing for March 22, for purpose of hearing argument on petition by Northwest Bcstrs. Inc., for leave to amend its am application, and consideration of further procedural steps to be taken by parties, in proceeding on Northwest's application and that of Rev. Haldane James Duff for new am stations in Bellevue and Seattle, both Washington. Action Feb. 25.

Because of illness of counsel for one applicant in Lake Charles-Lafayette, La., tv ch. 3 proceeding, on examiner's own motion continued further hearing from Feb. 26 to March 10. Action Feb. 25.

Granted motion by Tampa Telecasters Inc., and extended from March 1 to March 4 time for filing reply findings and conclusions in Largo, Fla., tv ch. 10 proceeding. Action Feb. 26.

By Hearing Examiner Walther W. Guenther

Pursuant to agreements reached at Feb. 12 prehearing conference, continued hearing from March 23 to May 24 in proceeding on am applications of Hartsville Bcstg. Co. (WHSC), Hartsville, S.C., et al. Action Feb. 23.

Scheduled prehearing conference for March 3 in Baton Rouge, La., tv ch. 9 proceeding (Modern Bcstg. Co. of Baton Rouge Inc., and Community Bcstg. Inc.) Action Feb. 24.

By Hearing Examiner Isadore A. Honig

Issued memorandum of ruling formalizing anouncement of grant of petition by Catskills Bcstg. Co. for leave to amend its application for a new am station in Ellenville, N.Y., to reflect merger agreement between applicants, made by hearing examiner during Feb. 15 hearing on Catskills application and that of Ellenville Bcstg. Co., for new am station in Ellenville. Action Feb. 26.

By Hearing Examiner Annie Neal Huntting

Granted petition by Williamson County Bcstg. Inc., and extended from Feb. 15 to March 18 date for notification of witnesses desire for cross-examination, and continued hearing from Feb. 25 to March 28 in proceeding on application of Tri-State Bcstg. Co., for new am station in Summerville, Ga. Action Feb. 23.

Granted petition by Service Bcstg. Co. and postponed various procedural steps in proceeding on its application for new am station in Concord, Calif.; continued hearing from May 2 to May 9. Action Feb. 25.

Granted request by Broadcast Bureau for continuance of hearing from Feb. 29 to March 8 in proceeding on applications of James J. Williams and Charles E. Springer for new am stations in Williamsburg and Highland Springs, both Virginia. Action Feb. 26.

Granted petition by Kentuckiana Tv Inc., for leave to amend its application so as to substitute new letter from Citizens Fidelity Bank and Trust Co. for previous letter in proceeding on its application and that of United Electronics Laboratories Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Action Feb. 29.

By Hearing Examiner H. Gifford Irion

Granted petition by Broadcast Bureau and extended from Feb. 23 to March 16 date for filing proposed findings in proceeding on am applications of Garden City Bcstg. Inc. (WAUG), Augusta, and Macon County Bcstg. Co., Montezuma, both Georgia. Action Feb. 23.

Scheduled hearing conference for 2 p.m., March 2, in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, et al. Action Feb. 24.

Granted motion by Washington Home and Farm Radio Inc., for leave to amend its am application to specify change in trans. site and ant. system; application is in consolidated proceeding with am applications of Beloit Bcstrs. Inc. (WBEL), South Beloit, Ill., et al. Action Feb. 25.

Cancelled hearing date of March 7 and scheduled hearing on lay issues for May 5 in proceeding on am applications of Beloit Bcstrs. Inc. (WBEL), South Beloit, Ill., et al. Action Feb. 25.

Granted motion by Northside Bcstg. Co., for continuance of hearing from Feb. 29 to March 29 in proceeding on its application for new am station in Jeffersonville, Ind. Action Feb. 26.

Scheduled prehearing conference for March 31 in proceeding on am applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Action Feb. 26.

Upon request by E. Weeks McKinney-Smith, continued hearing conference from March 2 to March 10 in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, et al. Action Mar. 1.

By Hearing Examiner David I. Kraushaar

Granted petition by E.O. Smith for advancement of hearing from April 4 to March 3 at 9:30 a.m., in proceeding on his application and that of William P. Ledbetter for new am stations in Tolleson, Ariz. Action Feb. 23.

Issued order following prehearing conference on Feb. 19, establishing certain procedural dates in proceeding on applications of Greentree Communications Enterprises Inc. and Jerrold Electronics Corp., for new tv stations to operate on ch. 9 in Flagstaff, Ariz.; scheduled further prehearing conference for April 13 and hearing for April 20. Action Feb. 23.

Upon request for oral argument in opposition pleading by Metropolitan Bcstg. Co., respondent in proceeding on application of Suburban Bcstrs. for new fm station in Elizabeth, N.J., to request for extension of time, etc. by Suburban, scheduled oral argument for 9:15 a.m., March 2; parties limited to 5 minutes of argument with 5 minutes additional allowed for rebuttal. Action Feb. 26.

By Hearing Examiner Jay A. Kyle

Denied motion by WPGC Inc. (WPGC), Morningside, Md., for continuance of hearing from Feb. 29 to March 21 in proceeding on its application for mod. of license, and continued hearing to April 15. Action Feb. 29.

By Hearing Examiner Forest L. McClenning

Ordered that reply findings shall be filed on or before Feb. 29 in proceeding on applications of Denver Bcstg. Co. and Satellite Center Radio Co., for new am stations in Denver and Arvada, both Colorado. Action Feb. 25.

(Continued on page 115)

for the NAB

A truckload of new additions to the Collins complete line of quality broadcast equipment.

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photo box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody

RADIO

Help Wanted—Management

Help wanted: Station manager for small, but money-making northwest station located in a college community of 15,000. This station is part of a three station group that represents one of the finest radio facilities in the northwest. All new equipment, excellent staff . . . fine local reputation in the market. Send complete resume to: Box 447S, BROADCASTING.

Opportunity for experienced, competent announcer to step into management. Eastern chain needs assistant-station manager. Need aggressive, ambitious man, married, anxious to show his worth. Salary plus annual commission. Some air work necessary but no previous management experience required. Send photo, resume, and tape to Box 494S, BROADCASTING.

Sales manager number one 5 kw am. $10,000 plus incentive arrangement. If you have proven sales record and are ready for management, send full details. Box 543S, BROADCASTING.

Station manager for new daytimer in Virginia going on air May. Programming, some announcing, commission on sales. Permanent position for dependable man with ability. Box 591S, BROADCASTING.

Wanted. Manager-salesman for new 5 kw daytimer opening up in Pine Bluff, Arkansas. Must have proven sales ability. Also need salesman for 1 kw daytimer in Meridian, Miss. Send references, photo, previous experience, and salary expectations to: Phillip Brady, Box 604, McComb, Mississippi.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

Aggressive commercial salesman needed for top-rated kilowatter in Texas city of sixty thousand. Excellent benefits, base, and incentives. Right man could eventually become manager. Box 395S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from salesmen. Send complete information and late photo to Box 408S, BROADCASTING. Reasonable draw against 15% commission.

Excellent opportunity. Regional sales manager 5 kw am. Number one station in three station market. $150 draw against commission. Box 546S, BROADCASTING.

Salesman 5 kw am number one in market (Pulse). Metro pop. 125,000. $150 draw against commission. Box 547S, BROADCASTING.

Time salesman experienced. Local station. Draw plus car expense. Opportunity for sales managership. Write Box 552S, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Special sales promotion openings now, Ky.-Ill., Ind.-Ohio, Penna. Top commission. No experience necessary. Box 583S, BROADCASTING.

Wanted, topnotch local salesman—to grow with Cleveland's only all negro appeal station. Right man can earn $1,000 month and more. Choice accounts, top agencies. Contact Eugene P. Weil, General Manager, WABQ, Cleveland, Ohio.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Energetic and ambitious announcers needed for top-rated operation in west Texas. Box 159R, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Morning man for Ohio station, experienced. Enthusiastic but not talkative. Send full information of experience to Box 380S, BROADCASTING.

Experienced announcer with mature selling voice and knowledge of news needed by leading Texas kilowatter. Box 396S, BROADCASTING.

Pleasant music station serving over 2 million people will accept applications from announcers with rich resonant voice. No disc jockeys or air personalities need apply. Send application, late photo and tape to Box 409S, BROADCASTING.

Experienced, production-minded announcer with department know-how for Chicago perimeter station. Around $6,000. Box 411S, BROADCASTING.

Kentucky station has openings for 2 experienced announcers. Good basic radio voice imperative. Will consider beginner if voice is extra good. Send tape, resume, photo and phone number. Box 498S, BROADCASTING.

P.D. plus air shift Washington, D.C. Top forty, mod, bright sound, prod whiz. Tape, exp, sal des. Immediate opening. Box 500S, BROADCASTING.

Kentucky station has immediate opening for announcer-engineer combination. Looking for good voice with reasonable knowledge and experience of engineering. Send tape, resume, salary requirements to Box 529S, BROADCASTING.

Capable staff announcer wanted by kilowatt adult music station near Chicago for combination duties as deejay and newsman. Excellent starting salary, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview required. List age, education, family status, references, experience in detail. Box 541S, BROADCASTING.

Central New York 5 kw independent offers top morning spot to mature, experienced, happy personality combo announcer. No maintenance required. Middle of road programming. Send resume, tape, picture. Box 557S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer - salesman. Emphasis on sales. Georgia daytimer. Prefer southerner. Air mail reply to Box 574S, BROADCASTING.

Announcer with control board experience for Pennsylvania station. If no experience, do not apply. Good operation. Adult programming. Opportunity for talent. Box 578S, BROADCASTING.

Experienced morning man wanted by middle Tennessee fulltimer. Play-by-play helpful, but not essential. Congenial staff, good working conditions. Send full information including salary expected. Box 590S, BROADCASTING.

Experienced, effective selling announcer for top area station. DJ, news, sports, board, the works. Send tape. KGNO, Dodge City, Kansas.

Southwest indie needs young, intelligent air personality with willingness to learn the techniques that have kept us number one for two years. Must be able to keep a format show in moving style. First ticket desired but not essential. Air mail tape, resume and picture as well as salary requirements to KQEO Radio, Albuquerque, New Mexico.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Immediate opening for announcer. Format station in Sayre, Pennsylvania. 15 miles from Elmira, New York. Good pay. Good hours. Good everything. If you have a pleasant voice and like modern radio, then call me. Bob Michael, Manager, WATS, Sayre, Penna.

Immediate opening for staff announcer, WCEM, Cambridge, Maryland. Good working conditions. Nice place to live. Call Cambridge, Maryland, Academy 8-4800, ask for Sam Cannon.

WCPA, Clearfield, Pennsylvania will soon have an opening for a good, experienced announcer. Salary open. Good opportunity with growing radio and newspaper chain. Send tape and resume to George Mastrian.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Announcer with first class ticket. Call Don or Bob . . . WGRO Radio, Lake City, Florida. Phone 3450.

Mature, experienced announcer for family radio station. Medium paced, community minded, middle of the road music policy. Send tape, resume, salary expected to Program Director, WKZO Radio, Kalamazoo, Michigan. Only mature, experienced men given consideration.

Wanted immediately! Morning man, morning man-peedee, or morning man-salesman. No beginners please! Want top man looking for top pay! Audition tapes only. No phone calls! Paul Parker, WLAS, Jacksonville, N.C.

Announcer-Experienced. We're looking for a steady, mature man, for permanent staff. Station is a solid, well-established adult operation in firm midwest market. Excellent working conditions and complete company benefits. Send tape and resume first letter. WMAY, 711 Myers Bldg., Springfield, Illinois.

Help Wanted

Announcers

Negro personality—R&B dj for top position at No. 1 station in market. Must have 3 years experience, be southerner—25-32. Excellent salary. Send photo—tape—complete resume. John McLendon, WOKJ, Jackson, Mississippi.

Professional disc jockey patter material. Write: B.L. Enterprises, P.O. Box 1, Elkhart, Indiana.

Technical

Immediate opening for experienced first phone, chief engineer, with station currently 1000 watts, application for 5000 pending. Application for tv pending. Excellent opportunity in regional network chain. Employee insurance. Job with a future. Reply to Box 298S, BROADCASTING.

Immediate opening for chief engineer. Northwest directional station needs experienced man looking for permanent position. Box 533S, BROADCASTING.

Second engineer with 1st ticket for university radio and tv station in Ohio. Send all details and photo when applying. Start July 1st. Box 539S, BROADCASTING.

Chief engineer, who can announce. 5000 watt directional daytimer—all new Gates equipment. Excellent working conditions. Good starting pay. Want permanent party. Good future for right man. Write Carroll Lee, KBAN, Box 1088, or call TR 2-1111, nights—TR 2-1234, Bowie, Texas.

Engineer, 1st phone with announcing ability and desire for some sales. Available early April for new remote daytimer in Virginia going on air May. Good opportunity; pleasant community. Box 592S, BROADCASTING.

Chief engineer—5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Contact: John Randolph, WISE Radio, Asheville, No. Car.

Engineer—First phone. 40-hour week. Transmitter and studio work. Immediate opening. Permanent. Excellent working conditions at first-class station in solid midwest market. Contact WMAY, 711 Myers Bldg., Springfield, Illinois.

First class engineer-announcer. Some air work, primarily maintenance. Write WSIP, Paintsville, Ky. Give complete information and salary requirements.

Experienced, first class engineer for dual-channel board work at Flagship of N.Y. metropolitan area regional network. Attractive working conditions, opportunity for advancement. Employee hospitalization and insurance. Write Thomas Paris, Mgr., WVIP, Mt. Kisco, N.Y.

Production-Programming, Others

Ohio station needs fast, capable, energetic copywriter for spot commercials. Send resume of your experience and include samples of your work to Box 381S, BROADCASTING.

1000 watt station, located in Georgia, has opening for program director and continuity writer. Also an opening for production man. Excellent working conditions, good pay. Write Box 404S, BROADCASTING.

Wanted: Farm director for 10 kw radio with opportunity soon in new tv. Must be experienced, know agriculture and sales. Send complete resume to Box 531S, BROADCASTING.

News director radio and tv. Completely equipped department. Multiple ownership. Network affiliate. Send photo and resume Box 542S, BROADCASTING.

Excellent opportunity for good producer. Number one independent major Ohio market. $6 000 plus with multiple company. Box 562S, BROADCASTING.

Wanted—Assistant radio farm service director—to work with one of the industry's top farm men. Station serves one of America's greatest rural radio markets. Excellent opportunity for advancement. Pleasant surroundings—recreational advantages. Salary commensurate with ability. Include complete resume with first letter. Applications held in strict confidence. Box 582S, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced girl for copy and traffic.Excellent working conditions. Permanent position. Write Carroll Lee, KBAN, Box 1088, or call TR 2-1111, nights—TR 2-1234, Bowie, Texas.

Opening for topnotch newsman—rewrite and air work, both radio and tv. Salary determined by ability. No beginners. Please send data, photo and tape to Craig Tenney, Director News and Public Affairs, KCRG Stations, Cedar Rapids, Iowa.

Experienced newsman for top-rated news operation. Heavy emphasis on local news gathering and reporting. Excellent opportunity for right man. Send all details in first letter and enclose tape. Send application to Wes Hobby, Program Manager, WADS, Ansonia, Connecticut.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jylha, WBCM, Bay City.

At once! Fast, capable continuity writer for spot commercials. Experience and talent a must! Tell all first letter. Submit samples. Paul Parker, WLAS, Jacksonville, N.C.

RADIO

Situations Wanted—Management

All 'round manager . . . 9 years experience—all phases . . . now employed. Box 444S, BROADCASTING.

Manager. General and/or sales. Ten years general manager with complete responsibility for corporate owners. Strong personal sales. Built steady profits. Box 509S, BROADCASTING.

Sales manager for metropolitan market station. Heavy on local, retail, regional. 15 years outstanding radio time sales record as salesman and sales manager. Excellent references. Box 313S, BROADCASTING.

Manager: Employed general/sales manager operating well rated profit making station 350,000 market, for family reasons seeks new association. Twelve years executive-sales experience. Well known, solid industry acceptance. My owner happy and satisfied; he'll endorse and recommend my capabilities. I'd like strict confidential negotiation with owner intelligently interested in hiring man who really knows his business, and who'll prove it. No wishful thinking blue sky claims. Finest quality industry references. Box 550S, BROADCASTING.

Seeking full managerial responsibilities. Why endanger your investment with inexperience when the best costs no more? Here is a radio manager with long and thoro experience who can instill life into sales with creative methods and happy listening into programming. A profit minded "go getter" of excellent character and appearance. Prefer southern states. Box 561S, BROADCASTING.

Manager-salesman. First phone. Want short term assignment putting new station on air or building up existing one. Box 571S, BROADCASTING.

Manager/programming. 12 years experience all phases except engineering. Mature voice, strong news. College graduate, age 41. Currently assistant manager. References. Box 573S, BROADCASTING.

Manager who has reached top potential in present market by doubling sales in three years available for right opportunity. Stock option or ownership preferred. Box 587S, BROADCASTING.

Available soon—Manager, entire crew and complete library for a fast moving country and western operation. Larry Dexter, Gen. Mgr. KONI, Phoenix, Arizona.

Capable manager: 18 years experience, pd, announcer, sales supervision, knows large and small southwest markets. Age 36, married, sober and industrious. Don H. Myers. Phone 8560, Gladewater, Texas.

Situations Wanted—(Cont'd)

Sales

Regional network or multiple station owner. According to SRA, 62% of all national sales are made in the New York market. By establishing your own office there you can achieve exclusive representation and make sure you get your share at minimum cost. This ad placed by individual with over 14 years experience selling to New York agencies. Background includes management, promotion, sales, public relations. Box 515S, BROADCASTING.

Announcers

Successful air personality gal, top flight copywriter wishes change of venue. No newcomer, dependable, best references. Box 446S, BROADCASTING.

Happy, mature morning personality doing lively wake-up show. 5 years experience. Start your day with a top rating! Box 455S, BROADCASTING.

Young, married announcer with training and off-camera tv experience seeking diversified staff position in radio. References, tape. Box 486S, BROADCASTING.

Disc jockey, write copy too. Young, needs chance. What say? Box 516S, BROADCASTING.

Young dj, announcer—5 years—tv booth—east coast adult music station. Minimum $100. Box 520S, BROADCASTING.

Announcer-engineer. 1st phone. Experienced transmitter. Desires northeast area. Available immediately for interview. Box 521S, BROADCASTING.

Top radio and television team, presently employed, desires move to better opportunity, west coast preferred. 19 years combined experience in the field. Radio and television announcing, switching and camera operation, first phone. Tape and resume upon request. Box 523S, BROADCASTING.

Part-time, NYC area. Experienced voice, solid news background. Available odd-hours. Box 527S, BROADCASTING.

Radio-tv announcer-newscaster presently reading words, words, words (not in Hamlet—in substantial market.) Education, ability warrant chance to pursue news, source through delivery. Box 537S, BROADCASTING.

Florida attention! 7 years experience sports, news, deejay, program director. Top references. Family. Box 540S, BROADCASTING.

Disc jockey seeks job utilizing own collection of jazz and standards. All speeds, many 'collector's items.' Knows jazz. No drinker, smoker or 'wander.' Desire permanent locale. Music and straight announcing speaks for itself. 8 years experience. Will sacrifice salary for situation. Write 549S, BROADCASTING.

Radioactive dj. Three years background. Good personality. Available right away. Box 555S, BROADCASTING.

Pro broadcasting school graduate desires initial play-by-play opportunity, starting with the coming baseball season. Prefer midwest. Box 559S, BROADCASTING.

How are these for qualifications; married, ambitious, excellent voice, talented, personable, draft free, been in radio since 13, worked for number one station in four station market with a listening audience of half-a-million, excellent recommendations, and since I'm paying for it, good-looking, very strong on production, number one dj, and currently employed. Just want a larger market that's all. Picture, tape, etc. on request. Box 564S, BROADCASTING.

Versatile sports reporter . . . Ex paratrooper, will jump at good offer. 8½ years radio and tv. Sports, weather, commercials, personality shows, special events. Box 566S, BROADCASTING.

Kansas, Oklahoma, Texas. First phone, news, music, college graduate, $100.00. Box 567S, BROADCASTING.

Announcer/program director. Versatile, experienced. Offers top quality. Seeks growth. Box 575S, BROADCASTING.

Announcer - ten years experience. Family man. Local newsman. Tape on request. State pay scale and hours first letter. Box 576S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention all stations—Looking for that special sportscaster? Contact me for upcoming baseball season immediately! Just completed college basketball schedule. Broadcast all sports. Great references. Box 585S, BROADCASTING.

Versatile, good music and news man. Commercial specialist. Try me. Box 586S, BROADCASTING.

Good, dependable, play-by-play announcer. I have plenty of experience and prestige, therefore, will work only for money. BA degree. Box 589S, BROADCASTING.

Experienced disc jockey-announcer work combo, running four tables. Age 23. Married. Will travel. For audition tape write: Joel Aldrich, 34 Carlton Ave., Brooklyn 5, N.Y. or call JAckson 2-2087.

Staff announcer job anywhere. Willing to work hard. Had own show. Call after 4 p. m. John Burns, Co. 1-2309, 5447 W. Potomac Avenue, Chicago 51.

Personality plus. Young, swinging morning dj. Strong on commercials. Dependable and industrious. Professionally trained. Ron Burns, 3090 N. Haussen Court, Chicago 18, Illinois. MU 5-0287.

Announcer wishes permanent job with good station. First phone. News, board work, everything. Write Neel Eggleston, 907 Speight, Apt. 3, Waco, Texas.

Available immediately. Mature announcer. Experienced news, sports, music. Superior copy and production. East or midwest. Jack FitzSimons, WHBG, Harrisonburg, Va. Harrisonburg 4-9311.

1st phone engineer, country dj. 6 years in both. No drinking. Available now. No sign on. Ted Foster, TE. 8-9460, Fort Worth, Texas.

Attention small station managers! Recall your first year in radio? Like marriage—first year is hardest. Have six months experience in day-timer. Do authoritative news, good-adult dj shows, effective commercials. Write copy, gather and write local news. Age 34. College, car, and references, exigency of job now. Prefer western states. Write or call Steve Oakley, 432 South Columbus Avenue, Glendale 4, California. Phone CItrus 3-5032.

Announcer, dj, music for adults of all ages. Minimum experience, smooth sound. Happy morning "Sad Sack Show" or what have you? Relocate. GA 7-0447, Frank Sacks, 18505 W. 8. Detroit 19, Michigan.

Technical

Experienced engineer, 1st phone, sales experience. Prefer midwest or west. Box 565S, BROADCASTING.

First phone combo. College graduate. Ham license. Sober. $100.00 minimum. Box 568S, BROADCASTING.

1st phone engineer, country dj. 6 years in both. No drinking. Available now. No sign on. Ted Foster, TE. 8-9460, Fort Worth, Texas.

Now. Radio man 15 years experience all phases except engineering. Prefer southwest. Ronald F. Ripley, Box 2261, Hobbs, New Mexico.

1st phone, 8 years electronics experience. Desire transmitter engineer position. Age 26, veteran. George Williamson, 1110 North 1st St., DeKalb, Illinois.

Production-Programming, Others

Reporter-newscaster. Responsible, complete coverage, professional delivery, now working, 8 years radio-newspaper experience, best references, college, car, interested radio and/or television. Box 355S, BROADCASTING.

Team, sports director and ex-pro color man, one of nation's largest networks, handle all sports, seek opportunity to follow fortunes of one team. Box 538S, BROADCASTING.

News woman—Experienced radio and newspaper. Desire expanding market. Box 560S, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Ambitious, hard working news editor-newscaster. Can also handle good deejay show, other announcing, writing duties. News director top 50 market station. Nine years radio-tv experience. Journalism degree, 29, single. Box 580S, BROADCASTING.

TELEVISION

Help Wanted—Management

Hard-sell uhf in V market. Low Operating cost and built for volume sales. In the black with rising ratings. No conversion problem and good local acceptance. Great chance to be in on ground floor with unusual incentive plan. Box 503S, BROADCASTING.

Local manager tv sales. 350,000 sets. Multiple ownership. Excellent opportunity for salesman with proven sales record. Box 544S, BROADCASTING.

Sales

Excellent opportunity for experienced time salesman with new, progressive, high-power station in exclusive uhf $427,000,000 market. ABC affiliate. To supervise 2-3 salesmen. Top commission, with possibility of override. KNBS-TV, Box 522, Walla Walla, Washington.

Salesman NBC-TV affiliate 350,000 sets. Multiple ownership. No out-of-city travel. $150 weekly draw against commission. Box 545S, BROADCASTING.

New uhf station with no vhf competition, ABC primary affiliate, quarter million population, has opening for experienced aggressive salesman. Excellent commission and unlimited future. Holton, KNBS-TV Walla Walla, Washington.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

Vhf station group has openings for staff technicians with first-class license. Permanent positions with expanding company. Send resume and photograph. Box 489S, BROADCASTING.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Full power low band vhf with new RCA equipment seeks experienced engineer strong on maintenance. 40-hour week. Ideal working conditions. Pay and hours dependent on experience and ability. Call collect Grant French, Billings, Montana, Alpine 2-5611.

Production-Programming, Others

Artist-photographer combination to handle well-equipped art and photography department. Must be familiar with tv requirement art and photography, able to turn out high quality, imaginative volume work. Southeast, near beaches. Good year-round climate. Send resume, samples, salary, etc. Box 535S, BROADCASTING.

TELEVISION

Situations Wanted—Management

Station managers: Mature, sober, sincere male film manager available to organize or re-organize and operate your film department on minimum budget. Can operate and service Harwald editor. Can double as radio and/or tv announcer. Box 517S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Kid show personality—full experienced, college grad, desires larger market. Box 519S, BROADCASTING.

Top radio and television team, presently employed, desires move to better opportunity, west coast preferred. 19 years combined experience in the field. Radio and television announcing, switching and camera operation, first phone. Tape and resume upon request. Box 523S, BROADCASTING.

Versatile sports reporter . . . Ex paratrooper, will jump at good offer. 8½ years radio and tv. Sports, weather, commercials, personality shows, special events. Box 566S, BROADCASTING.

Technical

TV audio man after years in Hollywood desires to go back to quiet eastern city. Nine years in large independent tv station on general audio previously in radio, overseas news, transmitter and chief engineer several stations. Will be east middle of March. Box 558S, BROADCASTING.

Have ticket—would like to learn tv control. Have 15 months am transmitter. Prefer Minnesota location. Lee Master, 3932 Xenia Ave. N., Robbinsdale 22, Minnesota.

Production-Programming, Others

Imagination for hire. Young man interested in relocating. Three years commercial television experience in copywriting, also announcing and production. Married, college radio-television major. Desires position offering advancement opportunities. Box 532S, BROADCASTING.

Producer director—Six years television experience major market. Desires production managers position. Idea man. Box 551S, BROADCASTING.

Writer: Emphasis on showmanship. Know staging, lighting, timing, production, and how to work with talent. Eight years experience as copy chief, production writer, station production-director, and agency work. Request personal interview. Box 554S, BROADCASTING.

Talented announcer, director-switcher, air personality, cartoonist, writer, seeking advancement. Have done successful cartoon weathercasts, children's shows. Also strong on newscasting-writing-editing. Nine years experience in broadcasting . . . 5 tv, 4 radio. Single, 29, journalism degree. Box 579S, BROADCASTING.

FOR SALE

Equipment

10 kw fm, Western Electric, expected to be available soon, accepting offers. Box 569S, BROADCASTING.

120 Ft. of 7/8 in. heliax used one month because of increase in erp. $110.00. Also 2 adapters to 1⅝ in. $20.00 each. Box 572S, BROADCASTING.

250 watt transmitter, fine for auxiliary or Conelrad. Other transmitter components. Box 581S, BROADCASTING.

Complete Gates remote control equipment RCM-14 M4657. Cost us $2200.00. Will sell for $1400.00. Available about May 1st. Like new, perfect working condition. Reason for selling, moving studio to transmitter location. Shipping charges collect. First deposit check $200.00 takes it. Write or wire Manager, KATE, Albert Lea, Minn.

For sale: Complete package for $2,500.00. f.o.b. Gainesville, Georgia: G.E. 250 watt transmitter with available tubes and crystals (1240); G.E. Limiting amplifier, with tubes; G.E. dual console with available tubes; Magnecorder, PT6 series; 2 Presto turntables. Contact WDUN, Gainesville, Georgia.

Complete recording studio. 2 Presto recording tables and lathes, Model 6N, 1 Presto amplifier, Model 92A. Original cost of both $1776. In excellent condition. Best offer fob this studio. WFPG, Steel Pier, Atlantic City, N.J.

FOR SALE

Equipment—(Cont'd)

Midgetape recorder. Cost $450.00. With all accessories. Like new. $200.00 Chief Engineer, WMEX, Boston, Mass.

One Nems-Clark field strength meter model 120D, unused. Will sell for best offer. P.O. Box 327, Evansville, Indiana.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

RCA TM5A waveform monitor. Other station equipment available and wanted. Electrofind, 550 5th Avenue, N.Y.C.

Color tv studio and test equipment—New equipment—bargain prices. Regulated power supplies, video and pulse distribution amplifiers, color bar generators, video monitors, etc. Electronic Enterprises, 124 North 3rd St., Philadelphia 6, Pa., WAlnut 5-4930.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

TV video monitors. 8 MC., metal cabinets starting at $189.00. Never before so much monitor for so little cost. 30 different models, 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequences. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

1-4Ty30HL-GE 12 Bay High Band Antenna. 1-Andrews Type 1910 (one cubic foot of per min.) dehydrator. 1-General radio type 1170 BT2 Frequency & Modulation Mon. (Crystal for Channel 11). Also new and used towers for sale. T. C. A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta, Georgia. SYcamore 9-1203.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protections systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Towers for sale. 6-200'; 5-250'; 7-350'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

Wanted to buy: CP for new am station in California, Florida, or the midwest. Box 518S, BROADCASTING.

Get double your station's selling price. Manager with sensational sales and profit record will operate your station on salary and percentage basis with option to buy portion of station yearly. Box 553S, BROADCASTING.

Station or cp wanted east or south. $100,000 to $500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Station owner—Reading this—if thinking of selling or leasing—it may be to your advantage to write to a financially responsible party—your reply acknowledged—in confidence. Box 584S, BROADCASTING.

Equipment

Wanted: All used equipment necessary for 1000 watt am. Must be in acceptable condition. Box 524S, BROADCASTING.

Western Electric 702A oscillator chassis for WE 443-A transmitter. Box 526S, BROADCASTING.

Cash for good used 250w or 500w fm transmitter and frequency-modulation monitor. Box 534S, BROADCASTING.

FM monitor, type accepted frequency and modulation. Repairable condition. Box 570S, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Would like to buy used audio console or consolette. If you have an old one around contact Frank C. Carman, Radio Station KLUB, Salt Lake City, Utah. State model, condition and price.

Wanted used Gates studioette or similar console and turn table for recording purposes. Contact Radio Station WQIK, Jacksonville 6, Florida.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter prepared by FCC expert for those hesitant about crash courses. Evening classes, 31 weeks, April 25. Day classes, 20 weeks, February 10. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

15 year old electronics school releases, for home study, its highly effective review for FCC phone exam preparation. Very inexpensive. Free literature. Cook's Electronics School, Box 10634, Jackson 9, Miss.

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Notice: International School of Electronics, 422 Washington Building, Washington 5, D.C.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

RADIO

Help Wanted—Management

WANTED—STATION MANAGER

California radio station needs young, aggressive manager who is excellent salesman. Previous managerial experience not a requirement. Guarantee and percentage. Send complete information and photo in reply.

Box 525S, BROADCASTING

Help Wanted—(Cont'd)

Management

STATION MANAGER

Are you ready to manage a successful major market, midwestern radio station and earn a substantial ownership interest in a very few years? We're looking for a truly creative and imaginative sales executive under forty who can originate and *sell* radio sales packages and promotions to our advertisers. We'll pay upward of $20,000.00 to start—guarantee you a one-third interest in our million dollar station in just seven years—if you've got what it takes. We'll handle programming and administrative details—you produce sales. We want the best radio salesman in the country, and we're willing to pay for him. Send resume, references, and snapshot to:

Box 429S, BROADCASTING.

Announcers

World's First Radio Station

needs

STAFF ANNOUNCER

WWJ-The Detroit News is seeking man of unusual ability to handle staff announcing assignments.

Must have minimum of three years station experience and offer solid references.

Excellent salary and staff benefits.

Send tape, photo, and resume to:

Program Manager,

WWJ-THE DETROIT NEWS

622 West Lafayette

Detroit 31, Michigan

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching EXCLUSIVELY . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. COACHED BY NEW YORK BROADCASTERS. Get the MODERN SOUND. KNOW MODERN RADIO. We build your own self confidence. Our audition tapes are job getters. Call for interesing brochure a SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street New York 23, N.Y.

Production-Programming, Others

LARGE MARKET STATION

Wants young aggressive promotion manager who likes a challenge, has initiative, imagination and can follow thru. One man department. Salary open.

Box 364S, BROADCASTING

RADIO

Situations Wanted—Management

ONE OF THE FEW young successful radio operators is available to anyone having a difficult management problem.

It is astounding how many poor radio managers are down grading excellent facilities. I am looking for the opportunity of replacing one of them. I know I can improve a sagging station. My record proves it—from $40 per week to multiple ownership in five years. I have now sold out and can't buy what I want. If your property needs enthusiasm, salesmanship, hardwork and know how, please reply immediately. My get up and go is waiting for your challenge.

Box 548S, BROADCASTING

Announcers

If you subscribe to modern, lively, creative radio—We should get along fine. Young, single, 50,000 watt personality in top ten and full of ideas and great ratings is looking for bright spot on west coast. Fully versed in all phases of modern radio and on-camera tv — Now's your chance.

Box 522S, BROADCASTING

TELEVISION

Help Wanted—Management

WANTED—**GENERAL MANAGER**

For network affiliated television station in sizable market.

Only fully experienced executive with complete management background should apply. Send full resume, references, desired salary and picture to:

Box 467S, BROADCASTING

INSTRUCTIONS

CHOOSE A CAREER IN

RADIO-TV

Announcing
Producing
Program Management

Thorough preparation for influential careers. Certificate courses in speech, diction, drama, writing. Closed circuit TV, film, control board operation. Free placement service. Men and women graduates in demand. 26th year. Write:

NATIONAL ACADEMY OF BROADCASTING

Dept. B, 3338 16th St., N.W., Wash. 10, D.C.

STATIONS — FOR SALE

FOR SALE

VHF Television Station. Price under one million dollars, on terms. Has major network with heavy program schedule. Covers over 100,000 tv homes. Modern studios and equipment throughout. Available in order to purchase a larger operation. In response, give full financial references. Reply:

Box 466S, BROADCASTING

NEVADA
FULLTIME

$125,000. Sacrifice due to other interests. 29% down, balance 6% five years. Owner.

Box 504S, BROADCASTING

FLORIDA STATION
5KW-DAYTIMER
$100,000

Low down payment.
10 years payout.

Box 556S, BROADCASTING.

MANAGEMENT INTEREST
FOR SALE IN METRO SOUTH
APPROXIMATELY
$6,000 Cash Necessary
Write Box 588S, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Old established 5000 watt fulltime station located in a sportsman's paradise. Excellent real estate included in price of $185,000. $55,000 down with balance over 15 years.

Box 426S, BROADCASTING.

FM STATION AVAILABLE

With complete transmitting equipment. $15,000. Contact Manning Slatter, KRAK, Hotel Senator, Sacramento, California.

EASTERN METROPOLITAN AREA AM/FM

This profitable 5,000 watt daytime station offers 5 year payout to experienced operator. Can be handled with $75,000 down.

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	29% dn.
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	250M	29% dn.

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

West Texas regional day, single market. In black. Well operated. $59,500 incl. real estate. 29% 6 yrs. 6%—Southwest regional day in one of best medium markets in southwest. Making money. Has terrific potential. Top coverage of top area. $87,500 29% bal. on very reasonable terms—Texas fulltimer showing nice profit. Priced approx. last year's billing incl. real estate and office-studio bldg. $48,000 firm. $16,500 down 5½ yrs. 6%—West Coast fulltime regional in fastest growing section of nation. Nice property, top coverage. $275,000. Excellent terms to be negotiated. PATT McDONALD, Box 9266, Austin, Tex. GL. 3-8080 or, Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.

STATIONS FOR SALE

SOUTHWEST. **Full time. Top 100 markets. Billing $10,000 a month. $70,000 down.**

FLORIDA. **Full time. Growth market. Billing $7500 monthly. $50,000 down.**

CALIFORNIA. **Small, ideal man and wife operation. $20,000 down.**

ROCKY MOUNTAIN. **Excellent facility. Gross $60,000. Absentee owned. $29,000 down.**

Many Other Fine Properties Everywhere.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

(Continued from page 109)

Granted petition by Broadcast Bureau, and extended from Feb. 29 to March 16 date for filing of proposed findings of fact and conclusions of law in proceeding on am application of Suburban Bcstg. Inc. (WVIP), Mount Kisco, N.Y. Action Feb. 29.

By Hearing Examiner Herbert Sharfman

Upon request by Triad Tv Corp., extended from Feb. 26 to March 11 date for filing proposed findings of fact and conclusions in proceeding on its application and that of Herbert T. Graham for new am stations in Lansing, Mich. Action Feb. 23.

On request by Lawrence W. Felt and without objection by other parties continued hearing from March 8 to March 30, and scheduled other procedural dates in proceeding on his application and that of International Good Music Inc., for new fm stations in Carlsbad and San Diego, both California. Action Feb. 24.

Because of proposed filing of pleadings to be decided by commission, continued to date to be set by subsequent order hearing scheduled for March 18 in proceeding on applications of Microrelay of New Mexico, Inc., for new video radio stations near Corona, and at Boy Scout Mountain, both New Mexico. Action Feb. 26.

By Hearing Examiner Elizabeth C. Smith

Granted motion by Tri-Cities Radio Corp., Bristol, Va., and extended from Feb. 19 to Feb. 26 time within which to exchange preliminary engineering data for group 2 and continued informal engineering conference from Feb. 29 to March 7 in proceeding on its application which is in proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Feb. 19.

Granted petition by Broadcast Bureau for extension of time from Feb. 26 to March 15 to file proposed findings and from March 10 to March 30 for reply findings in proceeding on am application of Booth Bcstg. Co. (WSGW), Saginaw, Mich. Action Feb. 19.

Granted motion by Broadcast Bureau for various corrections to transcript of hearing in Greensboro-High Point, N.C., tv ch. 8 proceeding. Action Feb. 24.

Pursuant to agreement at Feb. 25 prehearing conference held for group 1 in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al, scheduled hearing for May 2 with respect to group 1 Action Feb. 25.

Granted petition by Caba Bcstg. Corp., Baltimore, Md., and extended from March 1 to March 8 time to exchange preliminary engineering data for group 3 in proceeding on applications of Florence Bcstg. Inc., Brownsville, Tenn., with which it is consolidated. Action Feb. 26.

By Hearing Examiner Horace Stern

Scheduled further prehearing conference for March 16, at 11 a.m., in Packard Bldg., Philadelphia, Pa., in reopened proceeding on applications of Biscayne Tv Corp. (WCKT), East Coast Tv Corp., South Florida Tv Corp., and Sunbeam Tv Corp., for new tv stations to operate on ch. 7 in Miami, Fla. Action Feb. 26.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of February 26

KVCK Wolf Point, Mont.—Granted assignment of license to **E.E. Krebsbach** and **Robert E. Coffey** d/b under same name.

KUGN Eugene, Ore.—Granted cp to change ant. trans. and studio location.

KFAB Omaha, Neb.—Granted cp to make changes in nighttime DA pattern.

WSAI Cincinnati, Ohio—Granted cp to install old main trans. as an alternate main trans. at present trans. site, employing DA (DA-N).

WJUD St. Johns, Mich.—Granted mod. of cp to make changes in DA pattern.

WAEL Mayaguez, P.R.—Granted mod. of cp to move ant.-trans. location 600 ft. south of present location (same site) (aux.); conditions.

KGY Olympia, Wash.—Granted mod. of cp to change studio location, type trans. and make changes in ant. system.

K75AN Empire, North Bend and Charleston, Ore.—Granted mod. of cp to change ERP to 419 w, type trans. and ant. and make changes in ant. system.

Granted change of remote control authority for following stations: WLAV Grand Rapids, Mich.; WKSR Pulaski, Tenn., while using non-DA; KSOO Sioux Falls, S.D., while using non-DA.

WVOX-AM-FM New Rochelle, N.Y.—Remote control permitted.

KARA Albuquerque, N.M.—Remote control permitted (2nd remote control point).

Following stations were granted extensions of completion dates as shown: WCNL Newport, N.H., to July 31; KUDU-FM Ventura-Oxnard, Calif., to June 30; KTKT Tucson, Ariz., to May 3; KOBY-FM San Francisco, Calif., to July 1; KVFD Fort Dodge, Iowa, to Aug. 25; WWGS Tifton, Ga., to Aug. 15; WDEE Hamden, Conn., to Aug. 17; WEBR-FM Buffalo, N.Y., to March 31; WISN-FM Milwaukee, Wis., to Aug. 24; K75AN Empire, North Bend and Charleston, Ore., to Aug. 26.

Actions of February 24

WJPD Ishpeming, Mich.—Granted involuntary transfer of control from **Olive E. Deegan** to **Richard J. Barry**, administrator of estate of **Olive E. Deegan**, deceased.

KQAL-FM Omaha, Neb.—Granted assignment of SCA to **Jack L. Katz Enterprises Inc.**

KARA Albuquerque, N.M.—Granted license for am station and specify studio location and remote control point location.

KSTV Stephenville, Tex.—Granted cp to install new trans. and make changes in trans. equipment.

K75AO Point Arena, Calif.—Granted mod. of cp to change ERP to 260 w, type trans. and type ant. and specify remote control point.

PETITIONS FOR RULEMAKING

WVET-TV Rochester, N.Y.—Requests allocation of third commercial vhf tv channel to Rochester, N.Y. Ann. Feb. 26.

Blue Mt. Tv Assn., North Powder, Ore.—Requests amendment of rules governing translator tv stations to authorize use of uhf on-channel boosters of 1 w by licensee of uhf translator. Ann. Feb. 26.

Beacom Bcstg. Enterprises, Fairmont, W.Va. & Fort Pierce, Fla.—Requests that rules be amended to reassign ch. 14 from Lake Wales, Fla. or ch. 15 from Ocala, Fla. to Fort Pierce, Fla. dismissed, without prejudice, by order adopted Feb. 17, 1960 and released Feb. 19, 1960. Ann. Feb. 26.

License Renewals

KGAL Lebanon, Ore.; KWIN Ashland, Ore.; KXLY Spokane, Wash.; KGAY Salem, Ore.; KASY Auburn, Wash.;KURY Brookings, Ore.; KVIP-TB Redding, Calif.; KDON (main only) Salinas, Calif.; WBCH Hastings, Mich.; KSEW Sitka, Alaska; KERB Kermit, Tex.; KBBC Centerville, Utah; KGEM (main & aux.) Boise, Idaho KONA (TV) Honolulu, Hawaii; KAGI Grants Pass, Ore.; KAHU Waipahu, Hawaii; KAJO Grants Pass, Ore.; KBPS Portland, Ore.; KERG Eugene, Ore.; KFDR Grand Coulee, Wash.; KHQ Spokane, Wash.; KIHR Hood River, Ore.; KLAM Cordova, Alaska; KMEL Wenatchee, Wash.; KPKW Pasco, Wash.; KPRB Redmond, Ore. KQIK Lakeview, Ore.; KREW Sunnyside, Wash.; KVAS Astoria, Ore.; KWJJ Portland, Ore.; KWRO Coquille, Ore.; KYES Roseburg, Ore.; KAIM-FM Honolulu, Hawaii KGPO (FM) Grants Pass, Ore.; KPOJ-FM Portland, Ore.; *KTFC (FM) Oretech, Ore.; KHQ-TB (main trans. & ant., aux. ant.), Spokane, Wash.; KOTI (TV) Klamath Falls, Ore.; KAGT Anacortes, Wash.

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

BUSINESS OPPORTUNITIES

BE YOUR OWN BOSS

AA1 rated nation-wide advertising agency has franchise available in most parts U.S. for men with Radio Advertising experience. Your business can net $50,000 up yearly. Franchise includes complete information on setting up operation and special training if required. The "Universal Plan" with our patented locked frequency "Mike Radios" is a "must" for all radio stations, and has been proven in hundreds of markets.

UNIVERSAL PUBLICIZERS, INC.
936 N. Michigan Ave.
Chicago 11, Illinois

PROMINENT BROADCASTERS Choose STAINLESS TOWERS

M. H. Blum, President and General Manager

WANN
10,000 watts—1190 kcs.
ANNAPOLIS, MD.

Merrill W. Pittman, Chief Engineer

And for good reasons, too:

* Stainless EXPERIENCE in design and fabrication
* RELIABILITY of Stainless installations
* LOW MAINTENANCE COSTS of Stainless towers

Ask today for free literature and information.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

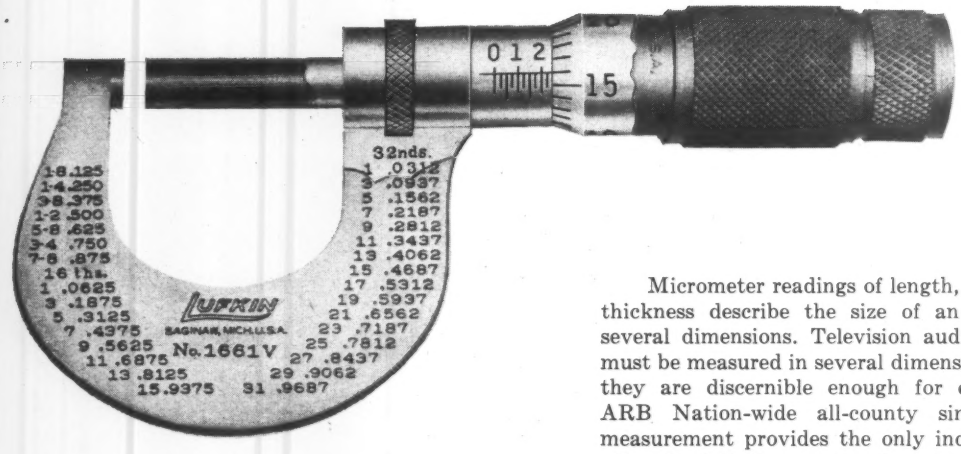
FAMOUS MEASURING INSTRUMENTS: 6

The standard by which others are judged

This is a micrometer, one of the most precise of measuring instruments. Invisible inside it is an element which makes it so—the so-called lead screw which is made to exacting specifications set by instruments (and a master screw) in the United States National Bureau of Standards.

This micrometer shows .241-inch distance between its anvils, the product of two readings: .016″ in the thimble plus .225″ on the barrel.

The circular movement of this screw, related to its axial movement, is what makes it accurate. The amount of axial movement per unit of circular movement (revolution), depends on the thread, and is known as the *lead*. Hence, *lead screw*.



Micrometer readings of length, width and thickness describe the size of an object in several dimensions. Television audiences also must be measured in several dimensions before they are discernible enough for evaluation. ARB Nation-wide all-county simultaneous measurement provides the only industry tool with the full dimensions of station and program audience size . . . TOTAL home potential, TOTAL net weekly circulation, quarter-hour TOTAL homes reached . . . found by actual survey, not projection or interpolation. Total audience composition data and one week/four week metro area rating breakouts are also available: in complete separate market reports or in summary form for all 240 U. S. TV markets, and offered to ARB clients with . . .

Accuracy . . . Reliability . . .

Believability

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON NEW YORK CHICAGO
LOS ANGELES

OUR RESPECTS TO . . .

Herbert Raymond Ohrt

Former college athlete Herbert Ohrt prefers to substitute the words "team play" wherever his own name may happen to appear in any assessment of why the Forward Group of radio-tv properties have experienced a steady growth. The latest development in that expansion was the FCC's approval a few days ago of Lee Radio's acquisition of the construction permit for KEYC-TV Mankato, Minn.

Just how far he carries the "team play" way of handling the affairs of the broadcast properties may be indicated by the Forward delegation which showed up last week at the meeting of CBS-TV affiliates with network executives in Washington. Mr. Ohrt brought along a dozen executives, all broadcasting veterans, of Forward stations. To them he delegates clear authority and his way of friendly persuasion has rubbed off on all.

But while Mr. Ohrt is inclined toward the modest side in defining his own part, it remains that he must be handed a large share of the credit for the progress and development of the Lee interests since he joined KGLO Mason City, Iowa, as a salesman 20 years ago.

Mr. Ohrt is executive vice president and general manager of KGLO-AM-FM-TV (Lee Radio Inc.), executive vice president of KHQA-TV Hannibal, Mo.-Quincy, Ill., and WTAD-AM-FM Quincy (Lee Broadcasting) and president of WMTV (TV) Madison, Wis. (Forward Tv Inc.). Now that the FCC has approved the transfer of KEYC-TV from KNUJ Inc. to Lee Radio Inc., he will oversee construction of the ch. 12 station, with operation planned to start this fall. Lee newspapers also hold stock interests in WKBT (TV) La Crosse, Wis., WIBA Madison and KFAB Omaha. Mr. Ohrt himself has interests in the Mason City stations, where he makes headquarters, and in WMTV and the Hannibal-Quincy stations.

Ohrt Rulebook • Mr. Ohrt has made it plain he thinks "team play" and fair play go hand in hand. Notwithstanding the payola probes, he believes the broadcast industry will prevent further deceptive and corrupt practices by cleaning house. In due course, he feels, broadcasters will emerge more responsive to and more effective in their responsibility to the public interest than ever before. He adds:

"Radio and television have generally accepted that responsibility and have proved their ability, not only to entertain the public, but also to inform, educate, mold proper public opinion and sell merchandise for their clients, who after all foot the bill for the media's existence under our free-enterprise system."

Herbert Raymond Ohrt might never have entered radio if it had not promised to be more challenging and satisfying than newspaper work. A small-town boy (he was born July 20, 1913, on a farm in Iowa), young Herb and his family moved to Dexter where he was graduated from high school in 1931. Athletically inclined, he went on to win several letters at Iowa State College (now Iowa State U.) in football, baseball, basketball and track. Despite a severe leg injury from football (which later disqualified him for military service) young Mr. Ohrt's ambition pushed him through college with odd jobs and a full curriculum of courses, including journalism and psychology.

His first taste of the business world came as advertising manager of the *Iowa Falls Citizen* in 1938. But two years later radio looked more challenging and he joined KGLO's sales department. He was promoted to sales manager in 1945 and became manager in 1948 upon the death of Francis Eighmey, the station's first manager.

Forward Look • Mr. Ohrt likes to think that the genesis of the Forward Group and its eventual development into a first-class string of radio-tv properties was foretold in a prophetic speech by Lee Loomis, chief executive behind the Lee newspapers (and broadcast properties) at the ceremonies dedicating the very first station, KGLO, in 1937. Said Mr. Loomis: "This is the first time I ever talked before a microphone, and I had to build a radio station to get here. It may be I'll have to build another to get back."

FORWARD GROUP'S OHRT
He "made" the team

The Lee interests did expand—and with them Mr. Ohrt's responsibilities. In 1948 he was appointed executive vice president of the Lee stations (WTAD-AM-FM and KGLO-AM-FM) as Lee added fm. Lee moved into tv in 1953 with KHQA-TV and added KGLO-TV in 1954. Under Mr. Loomis' aegis, Mr. Ohrt guided further development and progress. In May 1958, separate Lee corporations bought WMTV, thus launching the Forward Group and formally changing its name to that last year. (KHQA-TV and KGLO-TV are CBS affiliates; WMTV is NBC.)

Among plans on the Forward drawing boards are those for construction of a 1,116-ft. tower with full power (316 kw) for KEYC-TV in Mankato and a new building to house facilities of KHQA-TV and WTAD - AM - FM — both of which are certain to keep Mr. Ohrt hopping still more as he keeps moving Forward.

Traveler • Mr. Ohrt travels extensively looking after the Forward properties and on vacations with his wife, the former Nell Place, and their three children—Sandra Sue 19, Herbert Jr. 17 and John 15. They've been throughout the states, plus Canada and Mexico, and last June flew some 8,000 miles with bush pilots, hunting up to the Arctic Circle and back through the Yukon. Souvenirs, trophies and pictures adorn the Ohrts' home outside Mason City, where they recently entertained sister-station executives and their wives and sales personnel of the Branham Co., Forward's station representative.

Mr. Ohrt is especially proud of a daily educational series of conversational Spanish courses on KGLO-TV for pupils in 128 sixth-grade classrooms and adult viewers who desire to take home study in *Espanol Elemental.* Language specialists and educators, he reports, have described the program as "the most exciting experience of their professional careers."

Mr. Ohrt is a member of the Broadcast Pioneers and served for three years on NAB's employe-employer relations committee. The family raises English springer spaniels and is interested in photography as well as hunting. Mr. Ohrt is active in Boy Scout affairs, serving recently as chairman for development of a $500,000 scout reservation. The Ohrts were married Sept. 12, 1937, and are both active in community and church work.

The great debate

BROADCASTERS are faced with two government philosophies of regulatory control as opposite as the poles.

Clear exposure of these philosophies came in an impromptu debate at the CBS-TV affiliates convention in Washington last week. The participants were Chairman Oren Harris (D.-Ark.) of the House Legislative Oversight Subcommittee and Chairman John C. Doerfer of the FCC. Not one of the 200 who heard it will ever forget it.

Mr. Harris insisted legislation is needed to "help" broadcasters eliminate corruption and deception in broadcasting. Others on the subcommittee obviously are similarly inclined because they voted for the subcommittee's interim report which, if implemented, plainly would invoke censorship.

Mr. Doerfer stoutly defends self-regulation by broadcasters. He wants no despotic control over programs. He believes that even with its shortcomings, free-enterprise broadcasting is better off without having a majority of seven commissioners on the FCC telling stations what to do.

It took fortitude to answer the powerful chairman of the most widely publicized committee currently functioning in Congress. It entailed a scholarly understanding of the law and of public attitudes to rebut, chapter and verse, the strong accusations and to do it without preparation.

Chairman Harris is an astute politician who carries an enormously heavy load. We doubt whether he was able to devote much time in the preparation of his remarks because of this preoccupation. If he had (although it would not have changed his philosophy), he would not have compared Mr. Doerfer's comments before the NAB state presidents the preceding week in defense of self-policing with those of the Boston disc jockey who talked about payola as "romance" and a part of the American way of life.

Some good should emerge from the unscheduled debate by placing the freedom-of-broadcasting issue in focus. The House committee obviously equates its approach with the lowest common denominator in broadcasting—the handful of petty larcenists and cheats involved in payola and quiz-rigging. The committee has not even attempted to examine the constitutional or legal issues which involve the licensees.

The thrust of Mr. Doerfer's argument was to underscore the dangers inherent in any tampering with our free-enterprise system. If Mr. Harris is a reasonable man, and we believe he is, he will understand what motivated the chairman's fiery and inspired remarks. If the circumstances had been reversed, we venture Mr. Harris would have reacted similarly.

Clearing commercials

SHOULD there be a "seal of approval" to clear commercials before they are broadcast?

A preview plan has been discussed for the past several weeks without a meeting of the minds. Such figures as Fairfax Cone, chairman of Foote, Cone and Belding, and Ted Bergmann of the Parkson agency, have urged that the NAB and its Tv Code Review Board should undertake the project. Roger W. Clipp, Triangle Stations head, has actively advocated the plan, and FCC Chairman John C. Doerfer made a top-level address in support of it.

The NAB and its code board, however, have approached the matter with caution. Some lawyers raise antitrust and censorship questions, and some broadcasters fear it would give opposing media a distinct competitive advantage.

In this climate, a committee of seven television station executives has called an informal meeting in Chicago next Friday to explore "the feasibility and practicability of establishing a code seal preview and advisory service for tv commercials." About 40 stations which have expressed an interest have been invited.

Opponents probably will label this a "rump" meeting. They will argue that the tv board now is exploring the idea.

We can see no reason why the exploratory session should not be held. That which emerges from the meeting, either way, will be of value to the NAB and its code board. After all, NAB is an association of, by and for the broadcasters.

Everybody who is anybody

IT HAS been a long time since even the bitterest critic dared say that radio is dead, or even a candidate for first aid, and elsewhere in this issue we present evidence that this reticence has been well founded. The Radio Advertising Bureau has put together a list of spot radio's top 100 spenders in 1959—a distinguished inventory that reflects robust health and, incidentally, ought to make advertisers who aren't on it stop and ask themselves why they aren't.

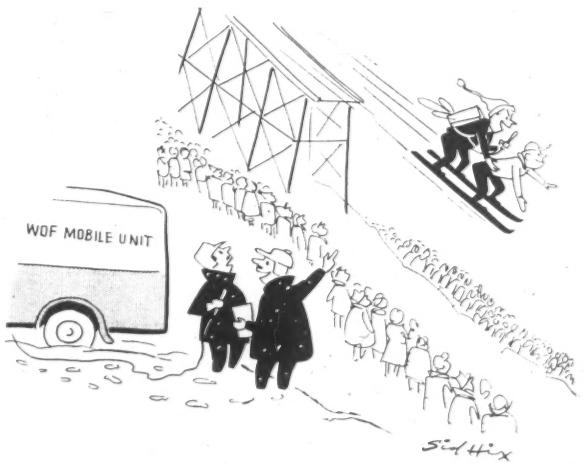
The list is formidable on both the left-hand and right-hand sides. The dollar figures are impressive; no less so are the names that go with them. With some notable exceptions (who ought to know better), just about every alert, progressive, major advertiser may be found here.

The big soaps are the big absentees; auto makers, cigarettes, beers—the other categories, by and large—are conspicuously present and well represented by heavy spending.

Ford, Reynolds Tobacco, Chrysler, General Motors, Anheuser Busch: these are the top five, who among them put $24 million net—after discounts—into spot radio alone last year. Twelve advertisers invested $2 million or more, 34 out of the 100 spent at least a million.

A side study which RAB conducted along with the spot billings research is equally heartening. It shows that of the top 100 advertisers in all media, nine out of ten put money into spot or network radio, or both, last year. This proportion represents the latest step in a steady climb up from 75% in the first quarter of 1958.

Both of these studies are encouraging and RAB is entitled to the thanks of all radio for making them—and most especially for making them widely available. They are basic tools for both buyers and sellers of radio time. They show the esteem in which radio is held by realistic advertisers whose own outlays, now that they're on the record for all to see, should attract more and more dollars to radio.



Drawn for BROADCASTING by Sid Hix

"Best all-round, on-the-spot sportscaster in the business!"

Cincinnati, Ohio
December 7th, 1959

Sports Director
Radio Station - WDAF,
Kansas City, Mo.

Dear Sir:

My husband and I are planning on moving to the Kansas City area early this spring to make our home and we are wondering if you would be kind enough to send us a listing of all the towns who get the radio broadcast of your Kansas City Athletics ball games.

We are not planning on locating in Kansas City proper, and that is the reason for our wanting to know just what towns outside do get the broadcast.

We are of middle age and "sort of retired" so we can locate just about any place we like, and knowing what cities do get the broadcast will have quite a bearing on our final decision.

We are very enthusiastic sports fans, and of course, mostly interested in base ball.

We have been here for the past several seasons and are getting a little bored with the Cincinnati Reds and their broadcasts!!!

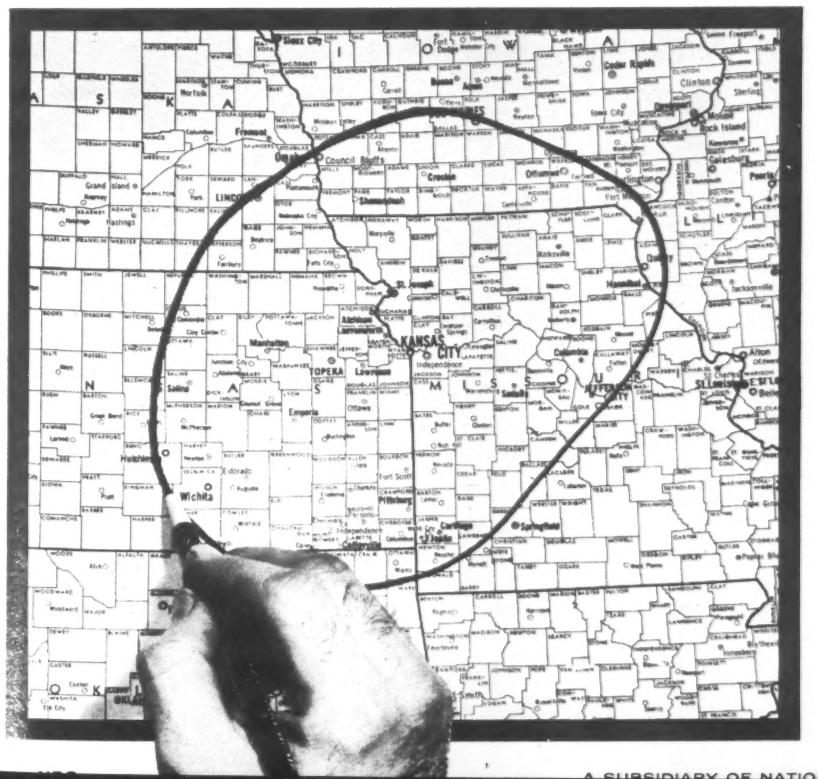
Thanking you so very much for your courtesy, I am,

Respectfully,

Mrs. C. E. Hubert

Mrs. C. E. Hubert,
3762 Reading Road, Apt. #3,
Cincinnati 29, Ohio

"Dear Mrs. Hubert: Anywhere in this circle will be fine!"



☐ Yes, Mrs. Hubert, we're delighted to report that you can hear the Athletics' broadcasts . . . CLEARLY . . . anywhere within the big circle shown on this map. As you can see, it leaves you and Mr. Hubert with a great deal of latitude as to where you can settle . . . an average radius of about two hundred miles (day and night), in fact. ☐ Thanks a million for asking. Without your help, we might have forgotten to remind folks of WDAF's tremendous area coverage when the baseball season opens next month. ☐

Represented by

HENRY I. CHRISTAL CO., INC.

WDAF 610 on the dial SIGNAL HILL
KANSAS CITY, MO.

A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.